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ONE DOLLAR YEARLY JANUARY, 1913.

CANADIAN HARDWARE
STOVE & PAINT JOURNAL

VOL. 5. Published Monthly by The Commercial Press, Limited, 32 Colborne Street, Toronto No. 1.

TRADE PENBERTHY MARK

All Hardware Merchants

will be interested in this new Valve.
It means the opportunity

To Sell the All Quality Line

The Penberthy Regrinding Valve speaks for itself. It embodies the newest design and the best mechanical ideas ever employed in Valve construction. It will give absolutely reliable service under severe conditions. It is highly recommended for all power plant owners who are looking for efficiency and economy.

Regrinding Valves

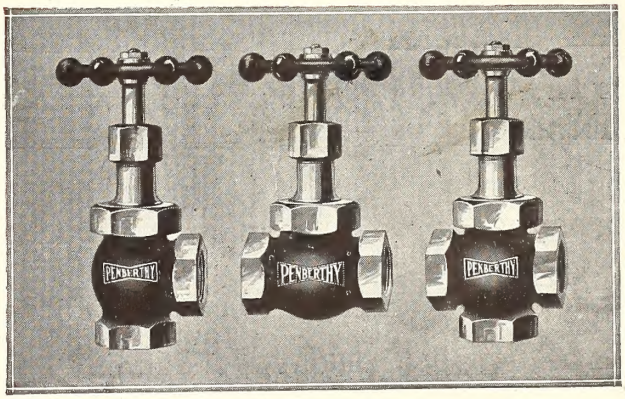
viz.

Globe, Angle, Cross

and

Horizontal, Angle, Vertical and Swing Check Valves

Guaranteed to stand a constant working pressure of 200 lbs.



"It's the Right Valve for the Hardware Trade to Sell"

Write To-day for Interesting Booklet

Penberthy Injector Company, Limited

Windsor - Ontario

TRADE Gillette MARK
KNOWN THE WORLD OVER

A Memorable Year Thanks to You

—Memorable because Canadian dealers have sold far more Gillette Safety Razors and Blades than in any previous twelve-month. We congratulate you on your share of this increase, and thank you for the valued addition to our business.

—Memorable because 1912 saw our removal from overcrowded quarters to the New Gillette Building, with abundance of space, light and air. Here under improved conditions we are turning out better razors than ever.

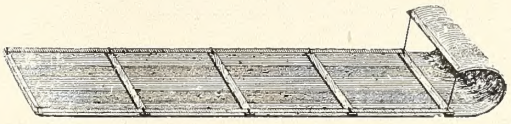
—Memorable because in the year just past we installed new Electric Hardening Machines, to take the place of those heated by gas. In these machines the heat is regulated to a fraction of a degree, ensuring even more perfect and uniform hardness than we secured by the old method.

We enter 1913 with high hopes that the Gillette will make more money for you and for us than it has ever done before.

The Gillette Safety Razor Co. of Canada, Limited

A. A. Pitues.

Managing Director

Stocks for Winter  Sports

We carry full and representative lines by best known makers, and are in a position to fill your orders promptly. In the event of your stock of any line being short, just send us a card or phone and your instructions will be treated with the utmost care. We name a few articles below.

Toboggans, Snow Shoes, Moccasins, Skates, Hockey Sticks, Shin Pads, Hockey Boots, Ankle Supports, Pucks, Boxing Gloves, Striking Bags, etc.

Write for particulars and prices

Sportsman's Supplies

We have been long and favorably known for carrying high grade stocks of **Guns—Rifles and Ammunition** and draw to prove attention some of the newest introduced.

Winchester Rifles and Shot Guns—complete line of models:
New 1912 Model Repeating Shot Gun 20 Guage.
The J. Stevens 22 Calibre Rifles including **"The Little Scout," "Maynard Jr.," "Marksman," and "Favorite," Stevens Model 520, 12 bore Hammerless Repeating Shot Gun. Stevens Model 200 Hammerless Repeating Shot Gun 20 bore. Remington No. 1 Standard Pump Guns, 12 guage. Remington No. 1 Standard Repeating Rifle, 22 calibre. Tobins Hammerless Shot Guns, 12 guage model 40, 55 and 70. Tobins Boy Scout 22 calibre Rifles.**

Ammunition. We carry the following, which is only a partial list of our stocks:
Union Metallic Cartridges all sizes in black and smokeless powder. **Dominion Cartridges,** all sizes. **Shot Shells Dominion "Crown"** Black Powder, **Shot Shells Dominion "Sovereign"** Smokeless Powder. **Shot Shells Dominion "Regal"** Dense Smokeless Powder.

We invite your enquiries for particulars and prices

RICE LEWIS & SON

LIMITED

Toronto **Established 1847** **Ontario**

Canadian Wholesale Hardware Directory

The following firms will be pleased to quote prices, or have their traveling salesman confer, with retail hardware dealers, regarding lines advertised by manufacturers in Canadian Hardware, Stove and Paint Journal.

Nova Scotia

A. M. Bell & Co., Limited - - General Hardware, Cutlery and Sporting Goods	Halifax, N.S.
Wm. Stairs, Son & Morrow, (Established 1810) - Wholesale Hardware and Plumbing Supplies	Halifax, N.S.
Cragg Bros. Co., Limited - -	Halifax, N.S.
Geo. E. Smith & Co. - - -	Halifax, N.S.
James Simmonds & Co. - - Branch at Dartmouth, N.S.	Halifax, N.S.

New Brunswick

Sumner Co. - - - -	Moncton, N.B.
Emerson & Fisher, Limited - -	St. John, N.B.
S. Hayward & Co., Limited - -	St. John, N.B.
T. McAvity & Sons, Limited - - Wholesale Hardware and Plumbing Supplies, Manufacturers Brass Goods, etc.	St. John, N.B.
W. H. Thorne & Co., Limited - - Wholesale Hardware, Harness Supplies, etc.	St. John, N.B.

Quebec

Caverhill, Learmont & Co., - - Shelf and Heavy Hardware	Montreal, Que.
Frothingham & Workman, Limited - - Shelf and Heavy Hardware	Montreal, Que.
L. H. Hebert & Cie., Limited - -	Montreal, Que.
Letang Hardware Co., Limited, 287 St. Paul St.	Montreal, Que.
Lewis Bros., Limited - - - Black Diamond Tools, Sporting Goods, etc.	Montreal, Que.
A. Prudhomme & Fils, Limited, 10 Desbresoles St.	Montreal, Que.
Starke-Seybold, Limited - -	Montreal, Que.
Chinic Hardware Co., Limited - -	Quebec, Que.
N. Lemieux & Fils - - -	Quebec, Que
Mechanics Supply Co., Limited - - Mechanics' Tools, Plumbing Supplies, etc.	Quebec, Que.
J. S. Mitchell & Co. - - -	Sherbrooke, Que.

Ontario

Whites, Limited - - -	Collingwood, Ont.
Wood, Vallance & Co. - - - Shelf and Heavy Hardware, Cutlery and Sporting Goods	Hamilton, Ont.

Fife Hardware Co., Limited	Fort William, Ont.
Hobbs Hardware Co., Limited	London, Ont.
D. H. Howden & Co., Limited	London, Ont.
Thomas Birkett, Son & Co., Limited	Ottawa, Ont.
Peterboro Hardware Co., Limited	Peterboro, Ont.
Cochrane Hardware, Limited Branches at North Bay and St. Ste. Marie	Sudbury, Ont.
H. S. Howland, Sons & Co., Limited Manufacturers Graham Nails, Samson Brand Farm Tools, Bldg. Paper, Etc.	Toronto, Ont.
Rice Lewis & Son, Limited Shelf and Heavy Hardware, Cutlery and Sporting Goods	Toronto, Ont.
Kennedy Hardware Co., Limited Kennedy Brand Cutlery, Shelf Goods, Sporting Goods, Etc.	Toronto, Ont.

Manitoba

Hanbury Hardware Co., Limited	Brandon, Man.
James Ashdown Hardware Co., Limited	Winnipeg, Man.
Marshall-Wells Co., Limited	Winnipeg, Man.
Merrick-Anderson Co., Inc.	Winnipeg, Man.
Miller-Morse Hardware Co., Limited	Winnipeg, Man.
Wood, Vallance, Limited	Winnipeg, Man.

Saskatchewan

Peart Bros. Hardware Co., Limited	Regina, Sask.
J. H. Ashdown Hardware Co., Limited	Saskatoon, Sask.

Alberta

J. H. Ashdown Hardware Co., Limited	Calgary, Alta.
Wood, Vallance & Adams	Calgary, Alta.
Marshall Wells Alberta Co., Limited	Edmonton, Alta.
Revillon Bros., Limited	Edmonton, Alta.

British Columbia

Wood, Vallance Hardware Co., Limited	Nelson, B.C.
Martin, Finlayson & Mather, Limited	Vancouver, B.C.
McLennan, McFeeley & Co., Limited	Vancouver, B.C.
Wood, Vallance & Leggatt, Limited	Vancouver, B.C.
Walter S. Fraser & Co., Limited	Victoria, B.C.
E. G. Prior & Co., Limited	Victoria, B.C.

Increase Your File Business During 1913

"Repeat Sales" and satisfied customers are the invariable reward of dealers who stock Nicholson made Files and Rasps.

Every one of these brands are first quality files

All are made from carefully selected steel-forged, annealed, ground and hardened by expert workmen who have made the file business a life-long study.



Kearney & Foot,
Great Western,
J. B. Smith,
McClellan,
American,
Arcade,
Globe,
Eagle.

These brands are all rapid sellers. Their merits are widely known and the best workman call for them.

Made in Canada and sold by all Hardware Jobbers.

NICHOLSON FILE COMPANY

Port Hope, Ont.

LUNDY SHOVELS

are known from coast to coast for their strong construction and durability and are in use on the largest construction works in all parts of Canada.



TRADE MARK

Our Round Point Socket Strap Plain Black Shovel

The Shovel that Stands the Test

We make Welded Shovels because experience proves and the trade demands, Shovels that are stronger and more durable than other makes.

Order from your nearest Jobber or direct from us

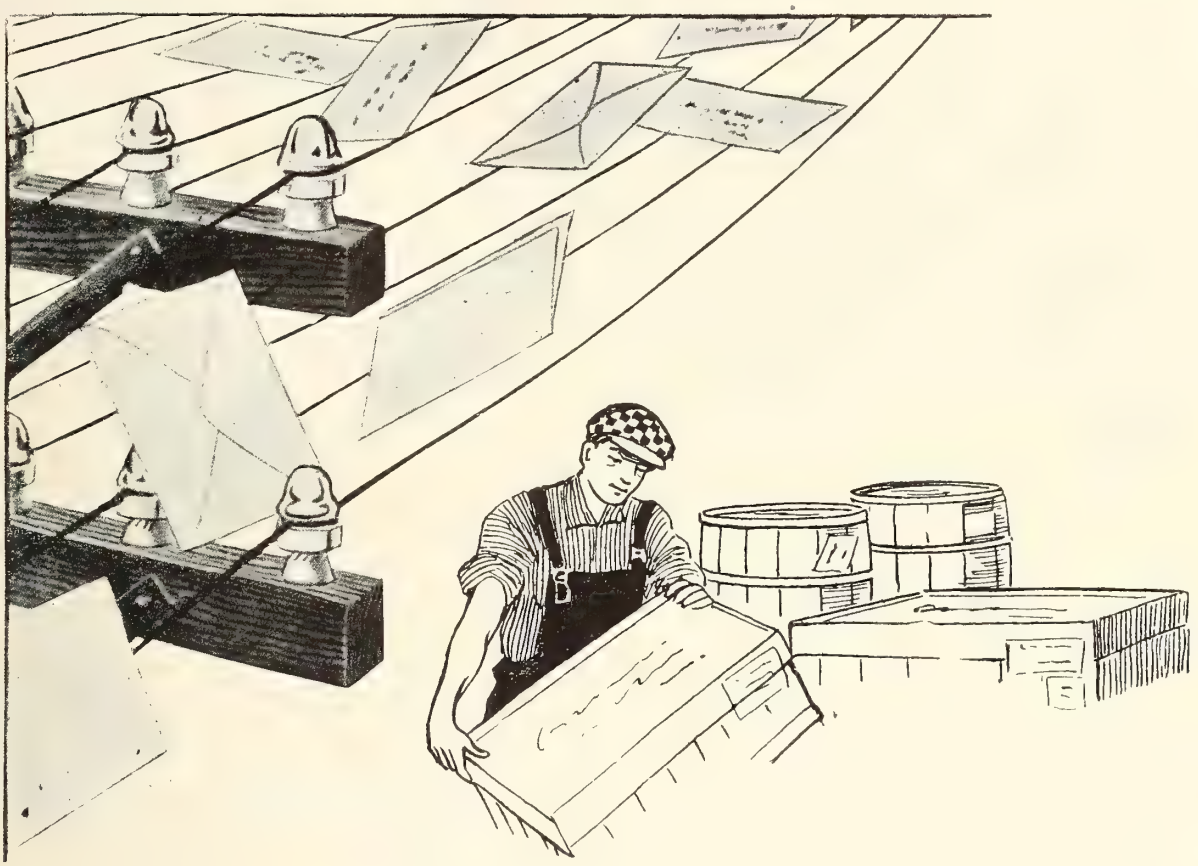
Write for Catalogue and Prices, address

The Lundy Shovel and Tool Co., Limited

PETERBOROUGH - ONTARIO

or any of our Selling Agents

Ontario - - - - -	N. B. Misener, Toronto
Quebec - - - - -	Delorme Bros., Montreal
Manitoba and Saskatchewan -	Tees & Persse, Limited, Winnipeg
Alberta - - -	Tees & Persse, Limited, Calgary
British Columbia - -	E. E. Crandall, Vancouver



1913 RUSH ORDERS

Our organization is keyed up to the top notch ready to take care of all the business that comes, and we aim to give our customers better service than ever.

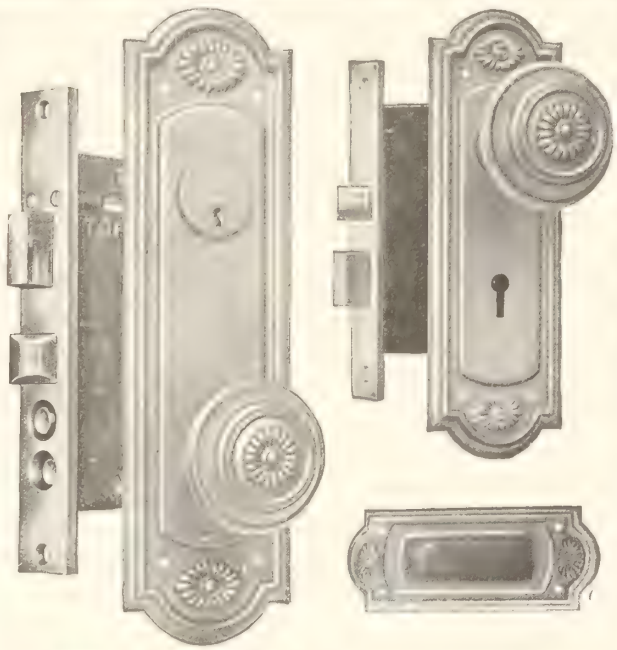
Send us Your Letter Orders

H. S. Howland, Sons & Co., Limited

Wholesale Hardware

We Ship Promptly TORONTO **Our Prices are Right**

GRAHAM NAILS ARE THE BEST



"Rome" Design

BUILDERS' HARDWARE

Oil and Gas Stoves

Gray Iron Castings, Dampers, Damper Clips, Furnace Lamps, Molasses Gates, Oil Can Faucets, Bungs, etc., etc.

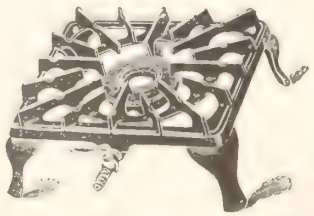
Send for complete descriptive catalogues and price list of over 600 items.



The Taylor & Boggis Foundry Company

Cleveland, Ohio

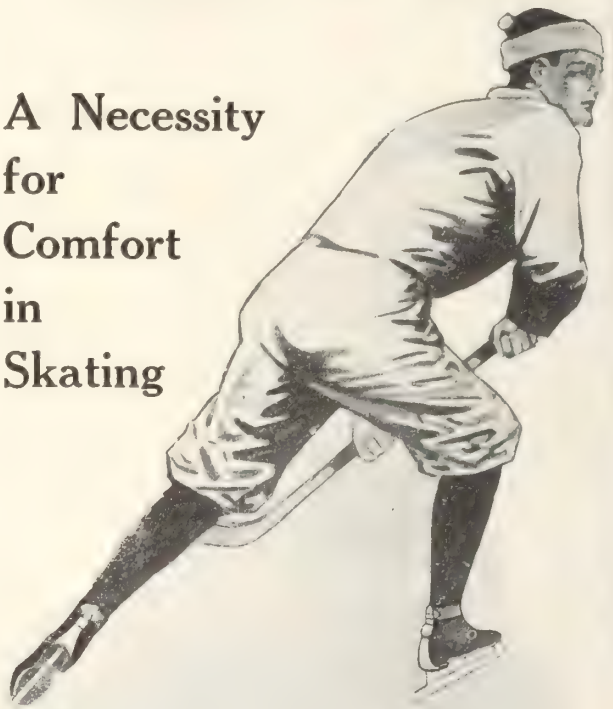




PERFECTION Ankle Support

All Skaters Need Them
All Skaters Like Them

A Necessity for Comfort in Skating



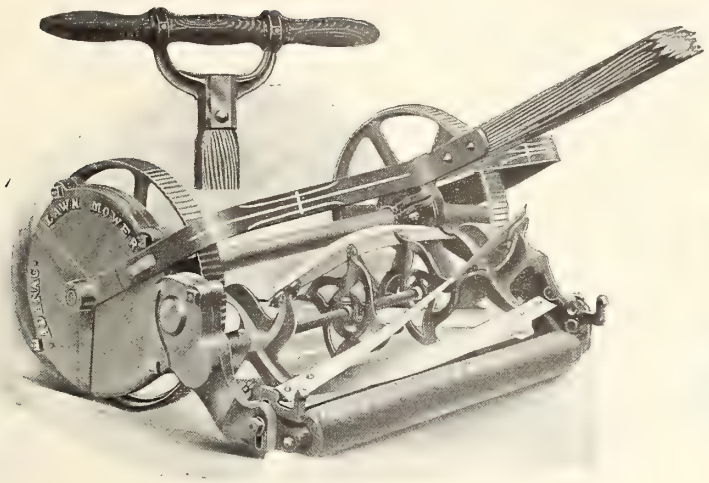
A Seasonable and Fast Selling Line

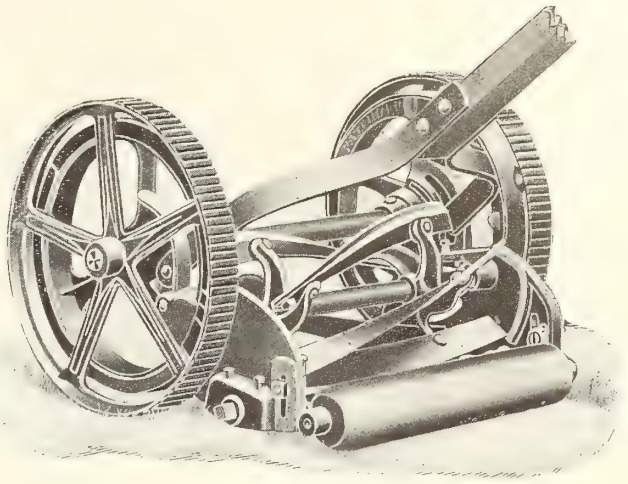
Made of steel and so constructed that by means of a hinge and sliding attachment the ankles may bend forward or backward while it is impossible for them to go sideways.

Order a sample dozen and show them to your customers—those who skate and those who would like to —and you'll soon want more. Write for Prices and Circular.

Owen Sound Steel Press Works

Owen Sound - Ontario





The "ADANAC" "WOODYATT"

Lawn Mowers of Recognized Quality

The **"ADANAC"** is the newest member of the "T.F." family, being the logical result of forty-years of lawn mower making. It is made of the best crucible steel by the most highly skilled workmen and is a decidedly easy running machine. It will prove a favorite with gardeners and is especially adapted for Bowling Greens and Parks.

The **"WOODYATT"** was the first on the market over forty years ago. It was the leader then and it is the leader now—without a rival in its class or a flaw in its makeup. Faultless in material, construction and operation, it maintains its unchallenged Supremacy in the Lawn Mower World.

Taylor-Forbes Lawn Mowers are the Highest Achievements in Lawn Mower Construction

Don't risk your profits and your reputation by selling low grade lawn mowers during 1913. The people of Canada are enjoying good times and are willing to pay a fair price for a machine with a reputation for service and durability. Make the **"WOODYATT"** your leader this year and the satisfaction your customers will enjoy will mean increased business for you.

Send for our new illustrated Catalogue No. H. 56, showing the different styles of high grade hand and horse lawn mowers.

TAYLOR-FORBES CO., LIMITED

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 53 1-2 Dock St., St. John, N. B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
GUELPH, ONT.

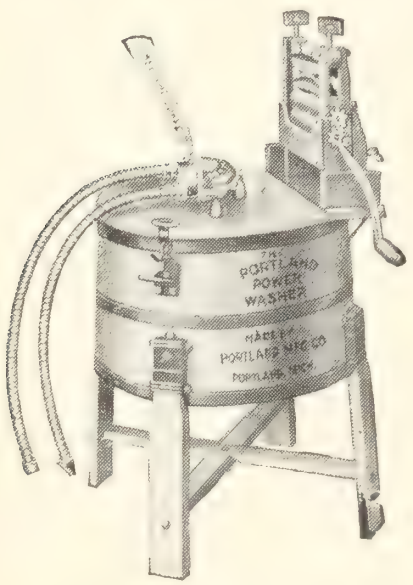
H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

If your jobber cannot supply you write us.

Quality Sureness

Dominion
IMPROVED & PROVED
Ammunition

Penetration Killing Power



The Portland Power Washer

Has a 3-Year Gilt Edge Guarantee.

Requires Only 18 to 20 lbs. Pressure

to drive the direct drive motor.

There is no Gearing—hence no Friction or Lost Motion—No Oiling—Price within reach of all.

A profitable line for the dealer. Let us ship you a trial lot.

Immediate Shipments From Stock

Sole Canadian Agents for

Portland Mfg. Co., Portland, Mich.

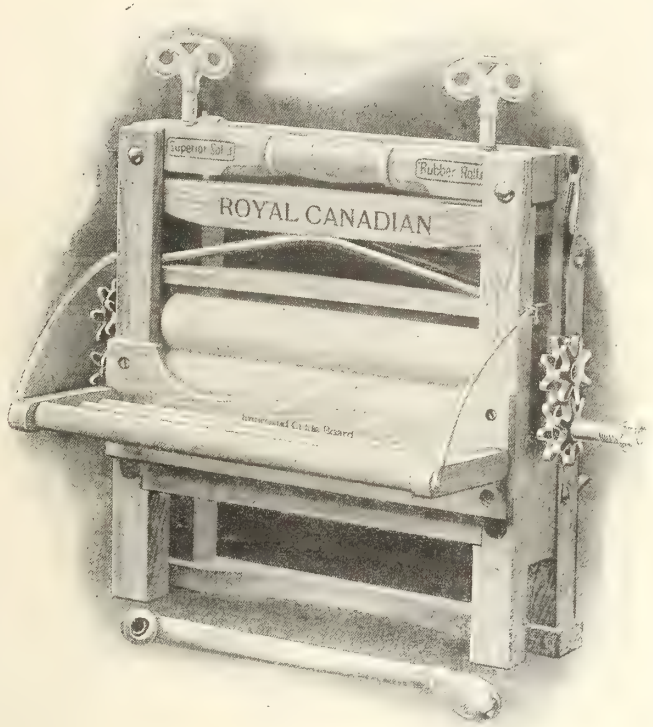
The Largest Manufacturers of Washing Machines in the World.

Henderson & Richardson

Formerly J. A. HENDERSON

Board of Trade Building, MONTREAL

MAXWELL WRINGERS



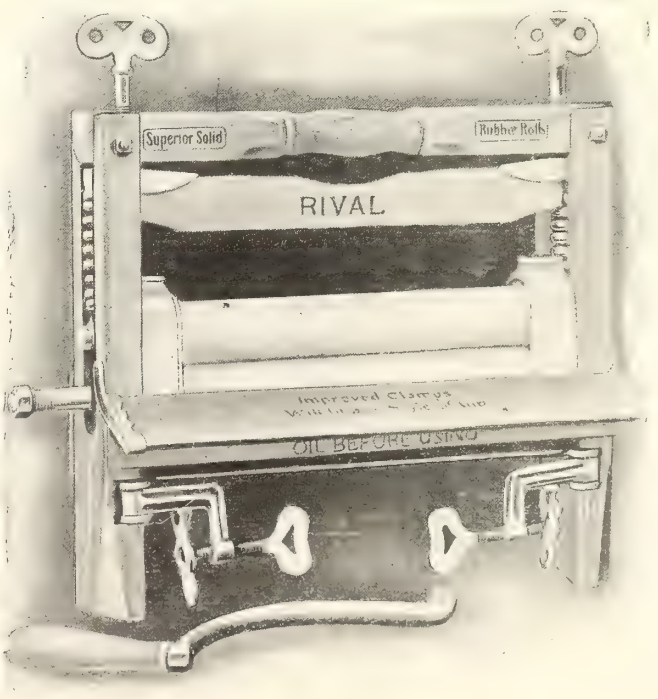
Through years of steady development the Maxwell line of Wringers has reached a stage of completeness and perfection where there seems little left to be desired.

To the vital part, the rolls, we have paid special attention, and you need have no hesitation in assuring your customers that in Maxwell Wringers they are obtaining better value than can be procured from any other manufacturer in Canada or any other foreign country.

The Maxwell line includes over fifty distinct machines. These are classified, according to grade of rubber in rolls, into Five, Three, Two and One Year Grades.

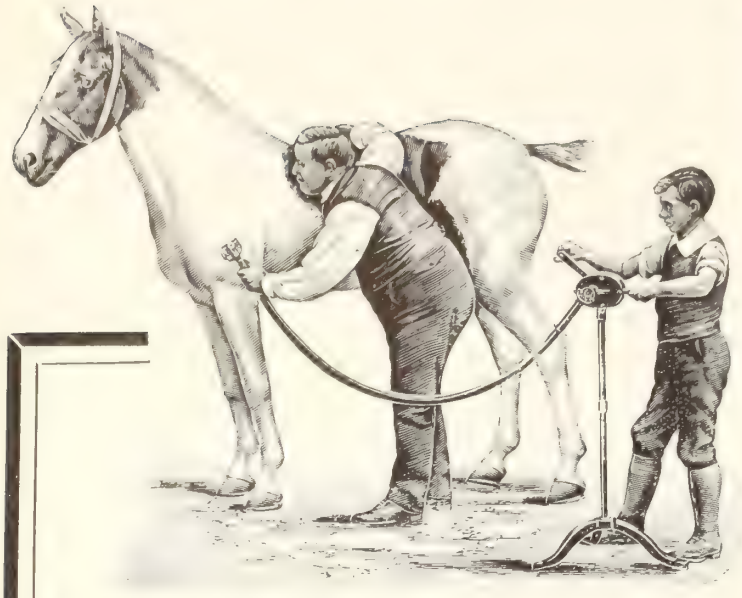
Variations in the different classes are numerous. There are Covered and Open Gears, Plain and Ball Bearings, Flat and Spiral Springs, Single Lever Clamping Attachments and Malleable Iron Clamps which fit any tub.

Write for our new Catalogue illustrating and giving full particulars about Maxwell Wringers, Washing Machines and various other Specialties. . . . . .



David Maxwell & Sons

St. Mary's - Ontario



BURMAN'S CLIPPERS

Bring Repeat Orders

and are rapid sellers on account of construction, finish and price. A sale of one of these clippers represents another satisfied customer—who will come back again for this and other lines.

It Pays to Handle Burman's

Hand Clippers, Power Clippers, Clippers of all Kinds

Large Stock Prompt Shipments Spare Parts

Order through your jobber or direct.

SOLE AGENTS FOR CANADA

B. & S. H. THOMPSON & CO., Limited, Montreal

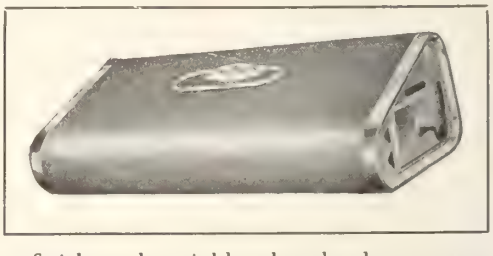
A Mighty Good Line for Fall and Winter

Everyone who drives in cold weather in any kind of a rig from an Ox Team to an Automobile is a prospective buyer of

CLARK

INDESTRUCTIBLE STEEL

HEATERS



They come at all prices—from those with plain galvanized iron finish to the nickle plated velvet carpet covered ones. Order from your jobber and be sure you get the Clark—the kind that has stood the test of 21 winters.



CLARK COAL is guaranteed to give 25 per cent. more heat than any other fuel bricks made. It ignites easier, heats more and lasts longer.

Your jobber can supply you.
Send for our latest Catalog.

Chicago Flexible Shaft Company

250 Ontario Street **CHICAGO**

AND NOW FOR THE

Hardware Exhibition

And Ontario Retail Hardwaremen's Convention

HAMILTON 17th to 22nd FEB.

There will be so much worth while to see and do that you simply can't afford to miss it

"GOOD CHEER"

Stoves and Furnaces

WILL BE THERE

And a peep into modern stove and furnace construction such as they offer, is an education in itself

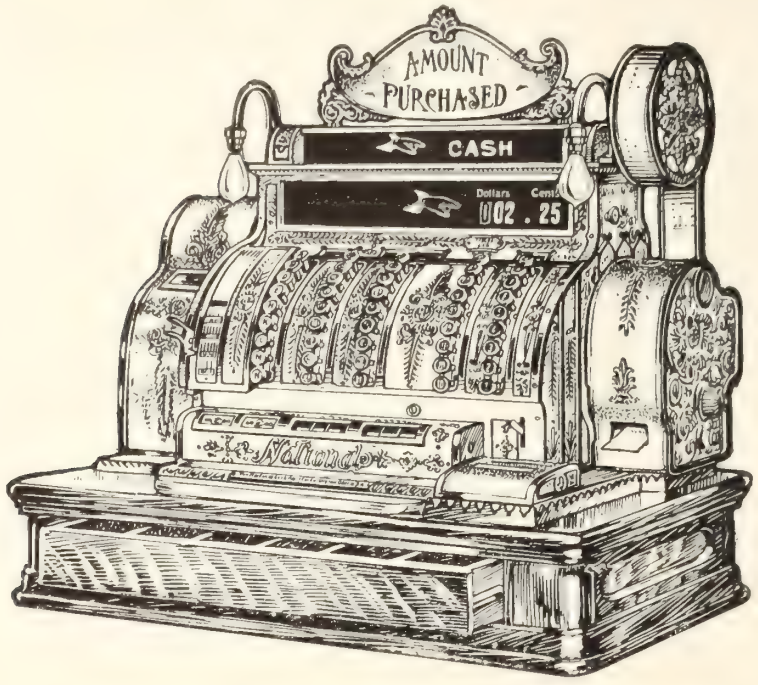
The Canadian Hardware Manufacturers' Exhibitors' Association is to be your host as to the exhibition and entertainment, and as members of the Association, we bid you welcome

AND WE WANT YOU TO COME, SURE

Look us up at the sign of "GOOD CHEER"

The James Stewart Mfg. Company, Limited

WOODSTOCK, ONT.



Was Your Store System Efficient in Handling The Heavy Holiday Trade?

If it wasn't, now is the time to improve it. You know now where it is weak, where it failed to handle the crowds and give adequate service.

Here is a suggestion.

Take your watch and time individual transactions. Note how long it takes for a cash sale to be completed; how long for a charge sale to be completed. Consider the time your customers waste while waiting for change to come, when anything but an up-to-date system is used.

Remember, also, that while these customers are waiting for their transactions to be completed, they are keeping others from buying.

Consider the loss you sustain because customers in your store aren't waited upon promptly.

Then remember that with National Cash Registers, change is made on the spot, giving maximum protection with the sales slip records and the money.

A National Cash Register tells you

The amount and kind of every sale, and who made it.

That the customer got the right amount of change and that your share of the sale was protected.

That you have a record of every transaction in the store and can get your daily balance quickly and accurately.

That your clerks will be better salesmen, more careful and more accurate, because they get credit for good work and know that the blame for mistakes is fixed beyond dispute.

Naturally as the "National" cuts out so much lost motion your business is handled more efficiently.

You place yourself under no obligation by writing for free booklet, explaining the use of the National Cash Register in your business.

Write for this booklet NOW to

The National Cash Register Company

285 Yonge Street, Toronto

Canadian Factory - Toronto

Sell Tools of Quality During Nineteen-Thirteen

Canadian-made lumbering and edge tools bearing the brand "Allan Hills" are guaranteed by us and equal in every way to any imported goods

The sale of quality tools means increased business for your store while the sale of "Made in Canada" goods helps in building up the industrial life of this favored Dominion

Order through your nearest jobber

Allan Hills Edge Tool Co.

LIMITED

Galt - Canada

Western Representative: **N. J. DINNEN, 141 Bannatyne Ave., Winnipeg, Man.**

Davidson's Broad Hoop Roll Rim Bottom Milk Can Trimmings



DURABILITY—Tested by years of constant use. If quality counts, they are the best that can be produced by a combination of experience skilled labor and best material. COMPLETE SETS:—Comprising 1 Broad Hoop Bottom, 1 Cover, 1 Centre Hoop 6 inches, Wide 20 Gauge, 1 Broad Top Hoop, 1 Pair Cover Handles, 1 Pair Side Handles. In six sizes 10, 15, 20, 25, 30, 40 Gallons.

There is no strain on the Can, when our Patent Roll Rim Bottom is used. There being no Sharp Edge friction is reduced and practically all wear and tear to factory floors and waggons is eliminated.

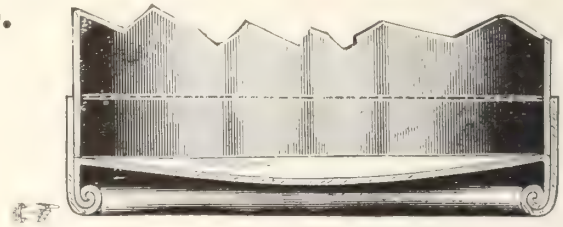
A VERY IMPORTANT POINT is that these bottoms are heavily retinned after being made up, which fills all intersections and practically makes each bottom one solid piece of metal, with considerably more strength to the square inch than if it had been spun out of one sheet.

The Thos. Davidson M'f'g. Co.

LIMITED

Montreal **Winnipeg** **Toronto**

Examine the Diagram. See how the Outer and Inner Rims are Rolled in and then rivetted to Bottom Hoop.





"DETROIT" VAPOR STOVES

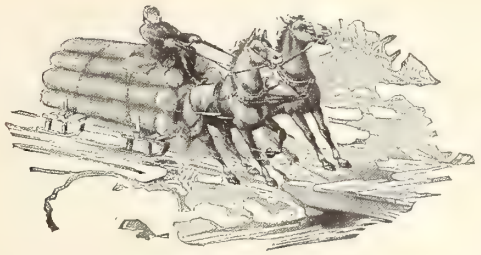
Have no equal

We make both Gasoline and Oil Vapor Stoves, from a one-burner Hotplate to a four burner Table Range (see cut) either in Gasoline or Oil. The best in the world. Our Gasoline "Detroit" Vapor Stove lights like Gas. Our Oil "Detroit" Vapor Stove has no wick, it lights with a *blue* flame, no smoke, no odor. Cast iron burner very durable.

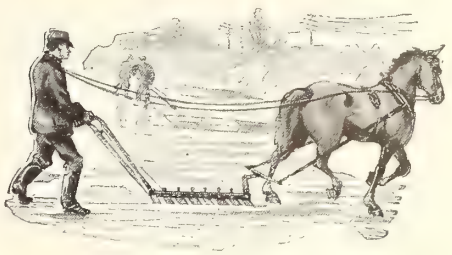
Now then in order to get full information of these wonderful stove ssend for catalogue C and secure agency.

THE DETROIT VAPOR STOVE CO.

DETROIT - - MICHIGAN



Horse Owners Every Where Need and Use







RED TIP CALKS

All Horseshoers Sell Them

Can You Supply Them?







The original Neverslip Calk, which has been on the market for twenty years and found favor with horseowners wherever used, is guaranteed to wear sharper and last longer than any other calk. Horseowners know this and demand RED TIP Calks; so that the wise dealer will see that he is in position to give his customer what he wants, by carrying a supply of RED TIP Calks always on hand.

Remember Neverslip Calks are always marked with a RED TIP. Without the RED TIP they are not Neverslips.

SEND FOR BOOKLET "A"

The Neverslip Manufacturing Co.

25 St. Peter Street, Montreal, Canada

Now is the Time



to give some attention to your spring stock of Milk Cans, Creamery Cans, Trimmings, etc. Let us know your requirements for the coming season.







Trimmings for all sizes and styles of Milk and Creamery Cans.

PRICES ON APPLICATION

The Sheet Metal Products Company

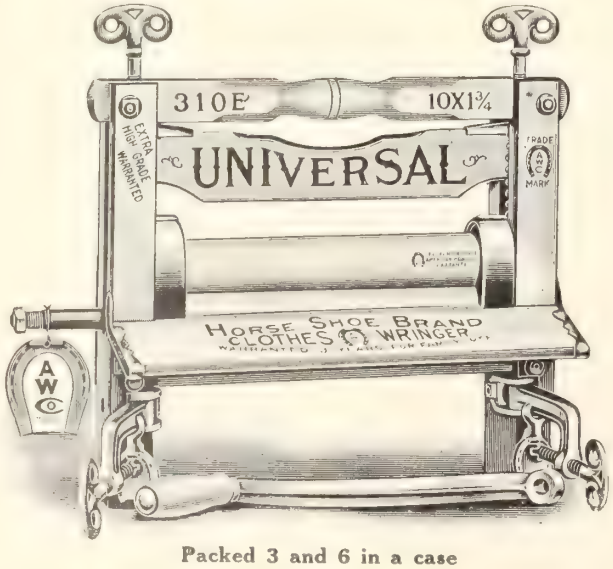
OF CANADA SUCCESSORS TO LIMITED

Kemp Manufacturing Company

Montreal TORONTO Winnipeg

NEW LINE

UNIVERSAL CLOTHES WRINGERS



Packed 3 and 6 in a case

Plain Bearings and Steel Ball Bearings

Spiral Pressure Springs Enclosed Cog Wheels

PLAIN BEARINGS

No. 310E - - - - Rolls, 10x1¾ inches
No. 311E - - - - Rolls, 11x1¾ inches

STEEL BALL BEARINGS

No. 317E - - - - Rolls, 10x1¾ inches
No. 318E - - - - Rolls, 11x1¾ inches

SAME STYLE MADE IN FOLDING BENCH.

Send for Catalog (T).

THE AMERICAN WRINGER COMPANY

99 CHAMBERS STREET, NEW YORK, U.S.A.

HAMILTON SECTION

Make your plans to attend the Eighth Annual Convention of the Ontario Retail Hardware and Stove Dealers' Association and to see the big Exhibition of Hardware, Stoves and Paints in the 13th Regiment Armouries, during the Convention, the dates being February 17 to 21, 1913.

Hamilton is the greatest hardware manufacturing centre in Canada and the logical place to hold the Convention. A profitable time is ensured all who visit the "Hardware City" next February.

We have the finest machinery and every facility for producing best quality

Wire Nails and Staples

These nails have perfect heads and points and we have taken special care in the drawing to obtain a regular gauge. Every keg is guaranteed to be full weight.
We also recommend our WIRE BALE TIES, and O and A WIRE as the best on the market.

Write at once for prices and full particulars

The Laidlaw Bale-Tie Co., Limited

Henry F. Moulden, Winnipeg
George W. Laidlaw, Vancouver

Hamilton, Ontario



Atkins Sterling Saws

MADE IN CANADA

They have distinct advantages that you cannot afford to overlook. "On account of their High Quality they are appreciated by mechanics who are glad to pay a fair price for a fine Saw."

There's More Money in Them

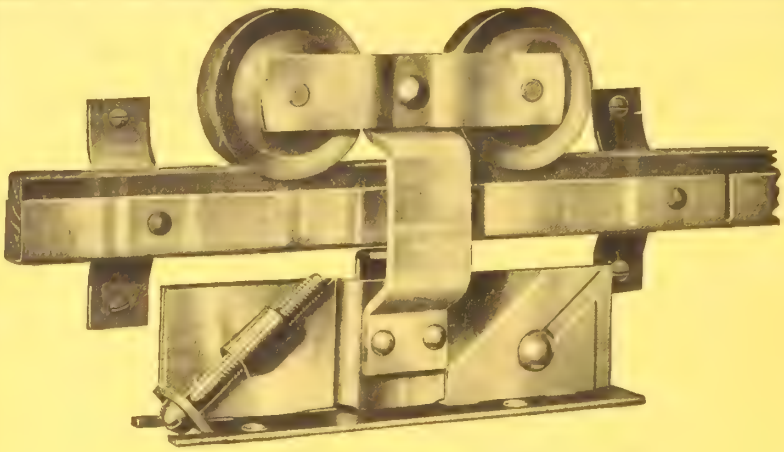
Have you our latest book?
Are you familiar with our selling plans?
We'll be glad to put you next if you write us

E. C. ATKINS & CO.

Makers of Sterling Saws

Canadian Factory: Hamilton, Ont. : Branch, 109 Powell St. Vancouver, B.C.





The Hatch Parlor-door Hanger

Start off 1913 in the right way

TRUTH—

Is an important factor

Misrepresentation has no place in

Our reputation as successful hardware manufacturers is behind all our products

C S G Co. CRESCENT BRAND

HARDWARE

CANADA STEEL GOODS CO., Ltd. - Hamilton, Ont.

Makers of the reliable Crescent Brand Butts and Hinges

The Steel Company of Canada

Limited

Prompt Shipment

Hay Baling Wire Bale Ties

Stove Pipe Wire Clothes Line Wire

Wrought Pipe

White Lead Shot Putty

DISTRICT SALES OFFICES:

HAMILTON, TORONTO, MONTREAL, WINNIPEG

W. A. MacLennan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

H. G. Rogers, St. John, N.B.
Geo. D. Hatfield, Halifax, N.S.

NEW IDEA

The latest creation in detachable Tub Washing Machines

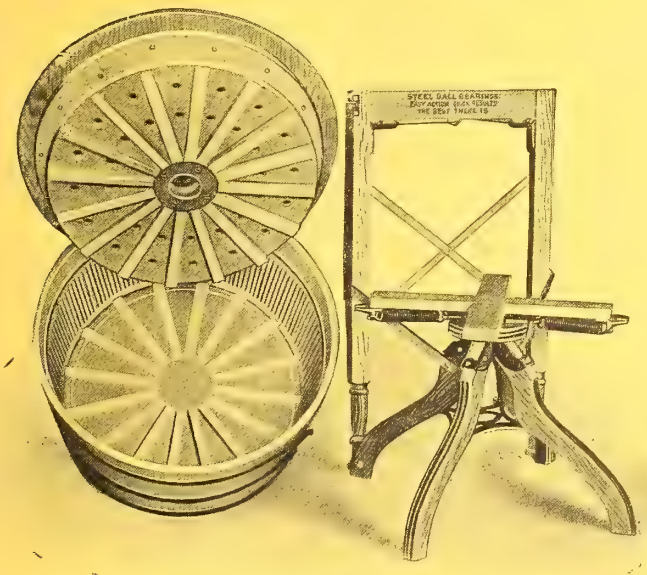
Specially designed for homes where storage room is limited.



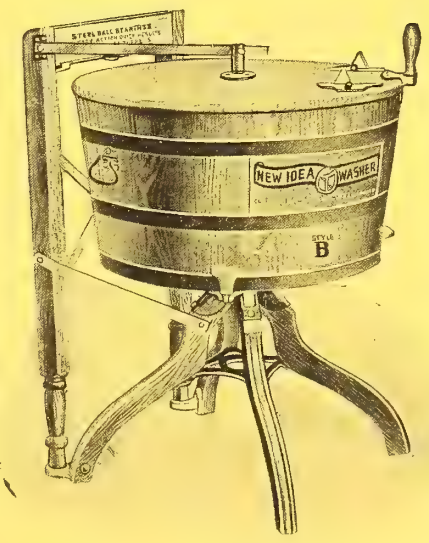
So simple and light that any woman can easily handle it.



Large (½ inch) Steel Balls run on machined bearings of large diameter. Will not become loose, rickety, or hard running.



Quick Cleaners and Harmless to Everything but Dirt



IT PAYS TO SELL A GOOD ONE

Agents:
W. L. Haldimand & Son
Montreal
H. F. Moulden & Son
Winnipeg

Cummer-Dowswell Limited

Hamilton
Canada

To the Trade—

BANNER TRADE MARK.

We beg to announce that our new and complete catalog of Lanterns, Lamps and Burners is now ready for distribution.

Have your name put on our mailing list and you will receive a copy of this "Up To Date" publication.

Address "Dept. E"

Ontario Lantern & Lamp Co., Limited

HAMILTON, CANADA.

MEAKINS & SONS, LIMITED

Brushes, Brooms and Mats

HAMILTON TORONTO LONDON WINNIPEG

Wish you a Happy and Prosperous Year in 1913

Jewel Stoves and Ranges



STYLE R. F.

Royal Jewel Steel Range

The Range of Quality

Every modern improvement is embodied in the Royal Jewel Range.

They are made in six sizes: Nos. 816, 916, 818, 918, 920 and 922, with or without Reservoir, and with any equipment of shelves or closets required.

Either Encased Reservoir (as cut) or Contact Reservoir on left end can be supplied.

The great variety of sizes and styles enables the dealer to satisfy all demands.

The Royal Jewel is very attractive in appearance and easy to sell. When once sold it never comes back, but is always a working advertisement. One sale makes another and the demand is constantly increasing.

Make the Royal Jewel Steel Range your leader and you are sure of the best stove trade in your locality

In addition to the Royal Jewel, we make cheaper Steel Ranges to suit all buyers; such as Electric Jewel, Arctic Jewel, Gypsy Jewel.

We also make a great variety of **Cast Iron Ranges and Cooking Stoves,** including the Dominion Jewel Range, Sterling Jewel Range, Grand Jewel Range, Home Jewel and many others. **The Grand Jewel Wood Cook Stove** is known and appreciated wherever wood can be secured for fuel.

We make many different kinds of **Heating Stoves** to suit all sections of the country, including our Ideal Jewel and Modern Jewel Base Burners, Grand Jewels, Jewel Oaks, Fire Kings, Jewel Triple Heaters, etc.

JEWEL
TRADE MARK

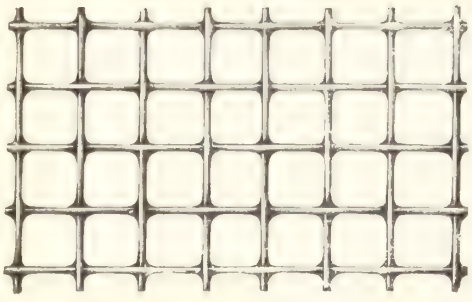
The Burrow, Stewart and Milne Co., Limited

Head Office and Factory at HAMILTON

Offices also at MONTREAL, TORONTO and WINNIPEG

Western customers please write for information and send orders to our Winnipeg Branch, No. 130 James Avenue

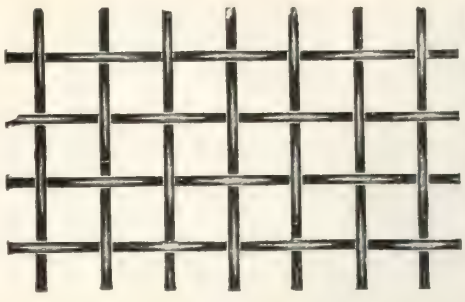
WIRE CLOTH



Sand Screen Cloth

Fanning Mill Cloth

Regalvanized Wire Cloth



Every Description of Wire Cloth and Wire Work

Wire Rope **Wire Rope Fittings**

Manufactured by

The B. Greening Wire Co., Limited

HAMILTON, ONT. MONTREAL, QUE.

Before You Place Your Orders For Gas Ranges This Year

Without putting yourself under any obligation to buy a single stove from us—

Let Us Show You What We Have To Offer

BAXTER BANNER GAS RANGES

Sell quickly and profitably because they have so many special features and conveniences which appeal, strongly, to prospective gas range purchasers.



Baxter Banner Ranges Bake "Cake Like Mother Used To Make"

We Guarantee Them To Do Splendid Work

You owe it to yourself to investigate, and get samples of this fine-looking, quick-selling, profitable line of ranges on your floor

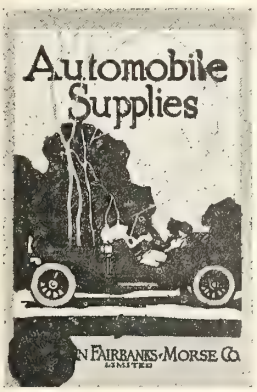
Let Us Send New Catalog No. 41 and Quote Prices. A wide variety of styles and sizes with the right price on every one

THE COPP STOVE CO., Ltd., Ft. William, Ont.
Winnipeg Edmonton Calgary Vancouver

J. H. HANSON TILLEY CO., Ltd.
Montreal

Factory: THE BAXTER STOVE CO., Mansfield, Ohio, U.S.A.

Get These Two New Catalogs Before You Stock Your Automobile and Motor Boat Supplies





They are just off the press and we want every hardware dealer in Canada to be sure to get a copy at once. We carry a complete line of standard automobile and motor boat supplies at all our various Branch Houses and can ship goods the same day ordered.

The quality of these supplies are absolutely of the very highest grade, and they are of the many well-known makes that the Canadian trade demands. Not only do the manufacturers stand back of them, but we as Canadian distributors guarantee their quality.

The very liberal discounts that we allow dealers enable them to obtain a handsome profit on this business.

The extensive advertising campaign conducted in behalf of these goods makes them easy to sell.

A limited edition of these two catalogs has been published, so you had better write for your copy without delay.

THE CANADIAN FAIRBANKS-MORSE CO.

LIMITED

TORONTO MONTREAL WINNIPEG ST. JOHN SASKATOON OTTAWA CALGARY VANCOUVER

The "BAYARD" Baby Automatic Pistol, Calibre .32 (7.65 m/m)

The Little Giant—A Midget High Power Automatic

The .32 cal. (7.65 mm) "BAYARD" Pistol has been designed to meet the demand for a POCKET pistol COMBINING EASINESS OF MANIPULATION AND SIMPLICITY OF CONSTRUCTION WITH MAXIMUM EFFICIENCY.

Its size is that of a .25 cal. pistol, although it shoots THE POWERFUL .32 CAL. CARTRIDGE.

The "BAYARD" pistol possesses consequently THE ADVANTAGE of having a size REDUCED TO THAT OF THE .25 CAL. PISTOLS and a CAL.



OF .32, GENERALLY CONSIDERED EFFECTIVE and heretofore found only in pistols of greater bulk. These features make the "BAYARD PISTOL" the IDEAL POCKET ARM.



"BAYARD" AMMUNITION

The .32 cal. (7.65 mm) "BAYARD" Cartridges adapted to Automatic Pistols of this calibre have no equal on the market as to quality, regularity of charges, penetration, etc. We are specialists in the manufacturing of this class of ammunition and guarantee against misfire, hangfire, etc.

FOR SALE BY ALL LEADING WHOLESALE HARDWARE HOUSES

Pease Economy Furnaces

WRITE FOR CATALOGUE AND PRICES

PEASE WALDON CO., LIMITED WINNIPEG • PEASE FOUNDRY COMPANY LIMITED TORONTO • PEASE PACIFIC FOUNDRY LIMITED VANCOUVER

LOOK ON THE BOTTOM FOR THIS TRADE MARK

WARE M'F'G. CO. L'TD. OAKVILLE PURE ALUMINIUM WARE

"OAKVILLE"

PURE ALUMINIUM COOKING UTENSILS

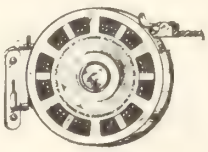
We wish all Hardware Retailers

A Prosperous New Year

and suggest that as one means to adopt in making increased profits during 1913 that you push the sale of "Oakville" Ware.

"WILL OUTWEAR ANY WARE"

THE WARE M'F'G. CO. L'TD. OAKVILLE. ONT



PEERLESS AUTOMATIC CLOTHES LINE

We are now making a full line of brass nickle plated towel bars as well as the "Peerless Automatic Clothes line," an article indispensable for the laundry and bathroom.

We are also manufacturers of the celebrated line of

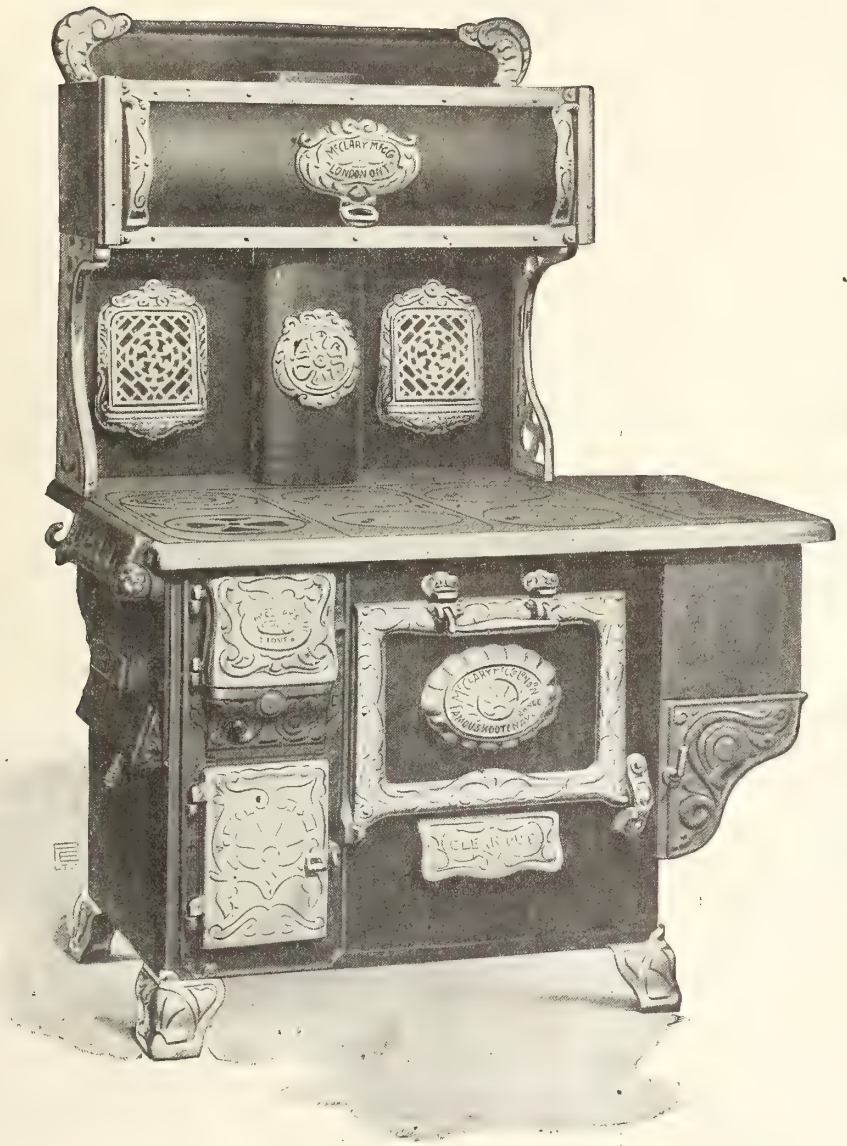
"OLD SOL" Motorcycle, Bicycle and Carriage Lamps, Traction Engine and Motor Boat Search Lights and Generators, Pennant Holders for Automobiles, "Vulco" Mending Compound, Towel Bars, Clothes Line Devices and Metal Specialties.

Write for Descriptive Catalogue and Prices to Dealers.

The Pollock Manufacturing Company, Limited

Columbia Place Berlin, Ontario

THE "KOOTENAY" RANGE



Our Popular Steel Range favorably known from Coast to Coast

A ready seller

below are a few reasons why this is so.

The linings of **semi-steel** are practically indestructible.

The burnished top requiring only a rub with a rag or a piece of paper **reduces** cleaning work to a minimum.

Our new direct damper at the back of the range saves bending over the heated surface.

The Nickelled Oven is a recognised advantage—there are many others.

"McClary" on Goods is a Quality Name

McClary's

McClary's Ship Quick

Toronto Montreal London Vancouver St. John, N.B. Hamilton Winnipeg Calgary Saskatoon

Western Canada Hardwaremen

To ensure another big year's trade and give your customer's the best service see that your stocks are not allowed to run down.

Our stocks in all lines are in the best of shape, and your orders will be taken care of promptly and satisfactorily.

Winnipeg Ceiling & Roofing Co.

P. O. Box 2186 S. - Winnipeg, Man.

HIGH GRADE BUILDERS' HARDWARE

The Kind That Brings Repeat Orders

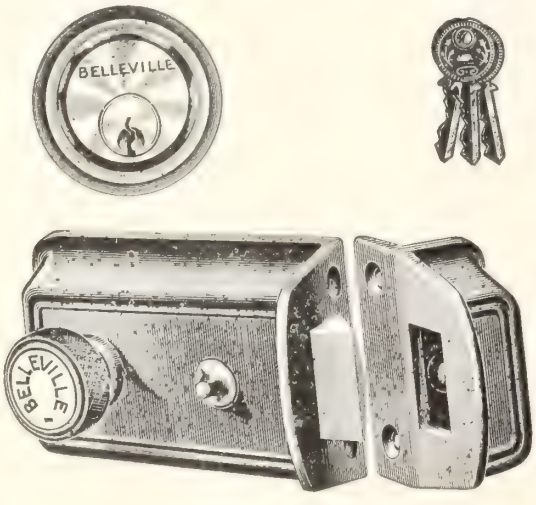
We manufacture a complete line of guaranteed

BUTTS HINGES
HASPS STAPLES
NAILS ETC.

and our long established reputation stands behind our guarantee. Send us a trial order and test the selling qualities of our goods.

Write for a Catalogue to-day

COWAN & BRITTON
GANANOQUE, ONTARIO



Do you handle Belleville No. 99 Cylinder Night Latch? If you will ask your jobber for it and compare with any Night Latch on the market at the same price, you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.

ANTI-SOOT

The Coal Saver



cuts down your fuel bills, saves time, worry, money, clothes and furniture.

A splendid proposition for the dealer, as when once used, consumer is a steady customer.

Attractively put up for display purposes, in lithographed Tins, which keep Anti-Soot in a perfect condition

A 25c Article

Write for Particulars and Sample to

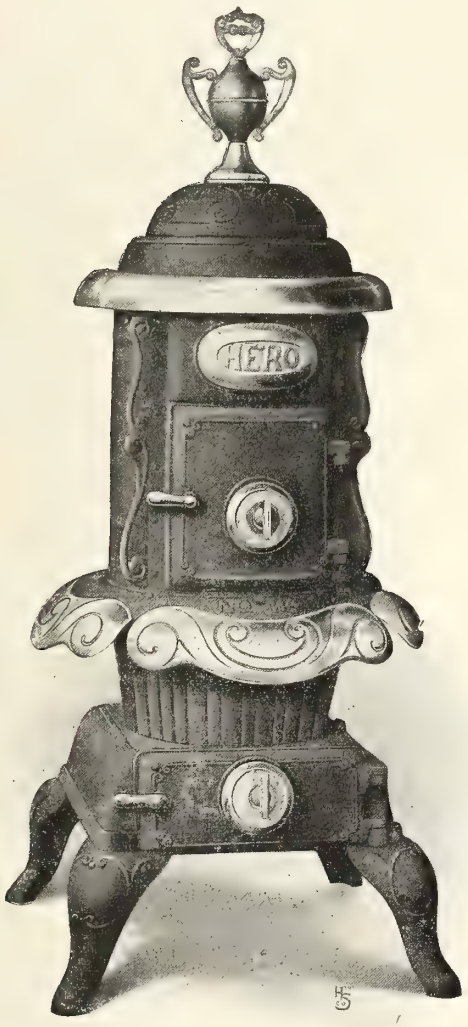
Moncrieff & Endress, Ltd.
Sole Canadian Agents

Winnipeg Scott Bldg.
Vancouver 525 Pender St.

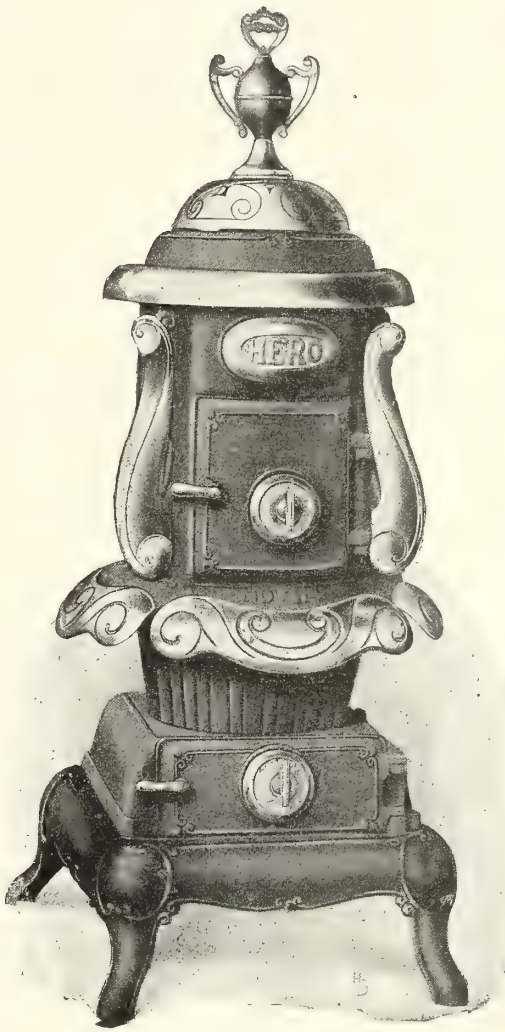
A NEW LINE OF PENINSULAR OAKS

THE HERO OAK

Plain Finish



Nickelled Finish



This new line of OAK Stoves follows the popular fancy for castings without any deep carving.

The illustrations display the attractive character of the design. The doors are large and the durable bar grate is used. The price is equally as attractive as the design.

No.	Diameter of Body	Weight Plain	Weight Nickelled
12	12	100	110
14	14	120	130
16	16	140	150

Clare Brothers & Co., Ltd., Preston, Ont.

BRANCHES:

CLARE & BROCKEST, Limited, Winnipeg
REYNOLDS & JACKSON, Calgary
RACE, HUNT & GIDDY, Edmonton
J. M. KAINS & CO., Vancouver
THE MECHANICS' SUPPLY CO., Quebec

SELL

DART UNION Pipe Couplings

They give satisfaction, and a satisfied customer is worth nine or eight of the other kind.

Dart Unions make joints that stay tight. Your customer never has to remake the joint, but when he wants to disconnect, it's no trouble and the union is fit to make another connection without expense or bother.

Dart Unions have the name "Dart" cast on them and are guaranteed two for one to give absolute satisfaction.

Your Jobber Sells Them

Dart Union Co., Limited

Toronto

HAMILTON & STOTT

Consulting, Heating and Plumbing Engineers

PLANS AND ESTIMATES MADE FOR CENTRAL HEATING PLANTS



Selling Agents in Canada for the

"VERMONT" LOW DOWN CLOSETS

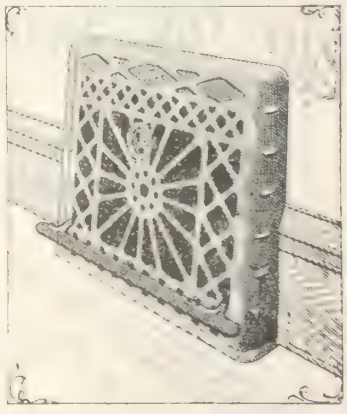
Every outfit guaranteed for three years. Once installed there will be no lost time in fixing ball cocks

We are also successors to the

Jones Register Company

and can promptly fill all orders for

SIDE WALL REGISTERS



Howard Hot Air Furnaces and Howard Hot Water Boilers

Write us for quotations

ST. THOMAS, ONTARIO



Here's A Quick Money-Maker

The Connor Ball Bearing Washer is a quick seller. It has features that appeal strongly to women. The wringer adjustment, the hinged cover and substantial stand are three of these features. Our new catalogue gives full particulars, also describes our complete line of washers and wringers. Write for a copy. Other live hardware dealers find the Connor Line a profitable one. There's every reason why it should be a money-maker for you, too.

J. H. Connor & Son
Limited
OTTAWA, CANADA



Quality Counts—
But Counts DOUBLY When Price is Right

When you can say to your customer, "This bit is the best you can buy and the price is right," you make a satisfactory sale.

Dealers who handle **TOBIN HIGH SPEED BITS** know this. Send an order for them, they are business makers. We will send a sample FREE to any dealer.

Tobin Arms Mfg. Co., Ltd., Woodstock, Ontario

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863 INCORPORATED 1895

Twelve Medals of Award at INTERNATIONAL Expositions



Special Grand Prize GOLD MEDAL Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.

Push Quality During 1913

Let it be your policy this year, as last, to satisfy your customers by giving them only J.M.T goods



This trademark gives you the assurance that the goods are the very best it is possible to produce

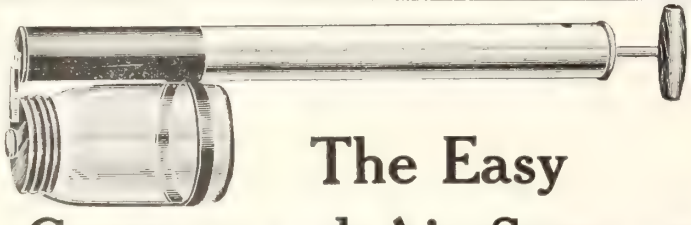


Begin the year well by getting in a fresh stock of J.M.T. brass goods, plumbers' supplies, piping, steam fitters' tools—quality goods that will bring you big profits. *Send for catalog and prices*



James Morrison Brass Mfg. Co., Ltd.

93-97 Adelaide St. W., Toronto



The Easy Compressed Air Sprayer

The Crown Sprayer

Ordinary one quart fruit jar, spraying fruits vegetables and fly oil for cattle. A new jar can be put in any time.



Tank of galvanized iron. One gallon capacity, automatic or continuous spray. Something new and a great seller.

These will be rapid sellers in 1913. Write for prices now.

The COLLINS MFG. CO., 413-415 Symington Ave., Toronto, Ont.



WAFFLES that satisfy

are those baked on

STOVER WAFFLE IRONS

STOVER Irons have all the good features and none of the drawbacks of the old style irons. On the Stover every part of the waffle bakes evenly and quickly. People who wouldn't use other irons, or who have discarded them, bake *Stover waffles* daily.

You will understand the reason if you send for our printed matter on waffle irons.

Dampers, Clips, Lifters, Pokers, Andirons, Registers, Pulleys, Saw Vises, Soldering Sets, etc., are other goods we make that will interest your trade.

WRITE US TODAY

STOVER MFG. CO. 732 East St., Freeport, Ill.

There is Only One Place for Paint Oils

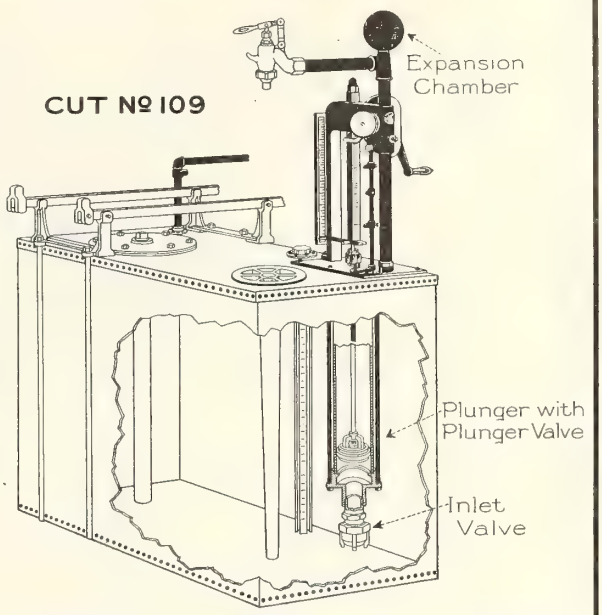
Paint oils should be either in your customer's can or in your storage container. Where is yours?

If you are using the original barrels for storage purposes, faucet tin containers or molasses gate equipped tanks, the greater share of your profit is on the floor or in gummed-up funnels, containers, etc. At any rate, this lost profit is not in your cash drawer where it belongs.

Do away with these real money losses by installing a

Bowser Standard Safe Oil Storage System

Here your paint oils are as safe as your cash in bank. Every drop you buy is recorded as it is sold—No guess work about this.



"Illustration shows interior view of a Bowser paint oil unit. Note fill, return and gauge stick tubes are 1½" below suction. This hermetically seals these tubes in oil."

AS GOOD AS AN INSURANCE POLICY

A Bowser System cannot explode—Over a million satisfied users and not a fire or explosion traceable, directly or indirectly, to their use. Why? Because they are built to conform to that measure of safety prescribed by the National Board of Fire Underwriters. This is the last word on Safety.

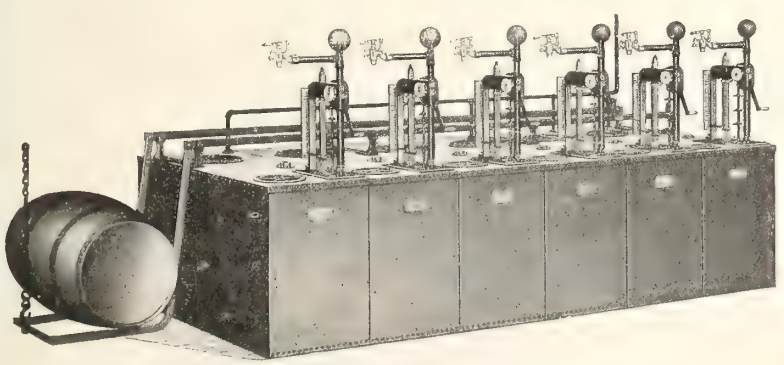
PACKED AND CRATED READY FOR YOUR IMMEDIATE USE

All styles and sizes, single units to the largest battery formations, made in standard equipment to meet your actual needs and to fit your purse. Installation is an easy matter—Any workman can put them in by following our clear, simple directions.

A BANK FOR YOUR LIQUID MONEY

Isn't this a solution of this perplexing paint oil storage problem? A Bowser equipment is a tireless iron clerk, whose wages are paid only once in a lifetime. It works twenty-four hours out of the twenty-four for a generation or more.

Its work of recording *all* the oil you sell with what you buy determines your profit to the penny. It is as accurate as your bank statement and is obtainable at any moment in the day.



"A collection of Bowser paint oil units and Cuts 109 in battery formation. This permits the storing and distributing of a variety of oils, saving much handling and a large percentage of floor space."

Write for illustrated booklet, telling more about this interesting subject. It is mailed free upon request

S. F. BOWSER & CO., INC.

69-70 Frazer Ave.

TORONTO, ONT., CANADA

Made by Canadian Workmen and sold by Canadian Salesmen

32 Victoria St., S.W. London — 5 Rue Denis-Poisson Paris

Johannesburg Mexico City Buenos Aires Porto Rico

Patentees and manufacturers of standard, self-measuring, hand and power driven pumps, large and small tanks, gasolene and oil storage systems, oil filtration and circulating systems, dry cleaner's systems, etc

Established 1885.



1913 Boby Carriages *and* Go-Carts Now Ready

Travellers now on the Road.

THE GENDRON MFG. CO., Limited
TORONTO

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

There's a Good Sale For Them

Manufactured solely by
The
Gutta Percha & Rubber Mfg. Co.
of Toronto, Limited

TORONTO MONTREAL HALIFAX WINNIPEG
CALGARY VANCOUVER

Black Jack

Sold by all Jobbers



3/4 lb. tins
3 doz. in case

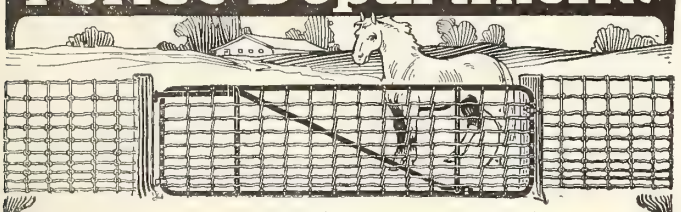
Quick Clean Handy

"OVEN DOOR" "SPRINGS"

HAVING trouble ?
Well, try us---
THAT'S all.

United States Steel Products Co.
MONTREAL, QUE.

Build Up a Profitable Fence Department!



Handle a line of fencing that does not serve only as a mere boundary line, but one that gives real fence service—one that is built strong enough to withstand the onslaughts of stock as well as the ravages of all kinds of weather. Such a fence is

Peerless Fencing

You can sell this fence with a clear conscience. You can guarantee that **Peerless** goods will give full satisfaction. We will stand right back of your guarantee, whether it be in farm fencing, poultry fence, ornamental fence, gates or any other lines we manufacture, our policy is to satisfy every customer if at all possible to do so. **Peerless** fencing is well advertised through farm papers or other mediums. It is a line that is easily sold. Having an agency for **Peerless** will sell other goods for you.

It's Made of Heavy Open Hearth Steel Wire

with all the impurities burned out and all the strength and toughness left in. Heavily galvanized. Every intersection is locked together with a Peerless clamp. Top and bottom wires of Peerless Poultry Fencing are extra heavy—extra strong. Consequently fewer posts are required. **Peerless** fencing can't sag—can't rust—can't get out of shape—can't help giving absolute satisfaction.

Send for our dealer's proposition. It's attractive. It will interest you. It's well worth a stamp. Send today.

BANWELL-HOXIE WIRE FENCE CO., Ltd.
Winnipeg, Man. Hamilton, Ont.

3 Stones for Every Home

One for putting a keen edge on kitchen and carving knives—one for keeping the house tools in top-notch cutting trim—and another for making the razor behave. Sell

PIKE SHARPENING STONES

"The only line that includes every sharpening substance—natural or artificial—each the best for some sharpening need."

There are Pike stones especially fitted to these home needs—the Pike India Kantbreak Knife Sharpener, the Pike India Combination Oilstone and the Pike Strop-Hone. Show them to your customers—sales are easily made and the chances are always good for more sales because Pike Quality is the best quality.

We stand ready to assist the Dealer with Sales Help of REAL selling value. Write us and let us help YOU to sell more sharpening stones.

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23 Main Street
PIKE, N.H. : U.S.A.

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New "Yankee" Plain Driver



No. 90
Standard Style
14 Sizes, 2 to 30 in. Blade

No. 95
Cabinet Style
Slim Blade
2½ to 15½ in.

Strong, durable, well balanced tools, of the same high quality of material and workmanship as other "Yankee" Tools, which today are without equal. The Blade and ferrule are highly polished the handle of hardwood finished in dully black, making a handsome appearance. Each tool is thoroughly tested and the blades are POSITIVELY GUARANTEED not to turn in the handle.

Your jobber will supply you

North Bros. Mfg. Co.
Philadelphia, Pa., U.S.A.

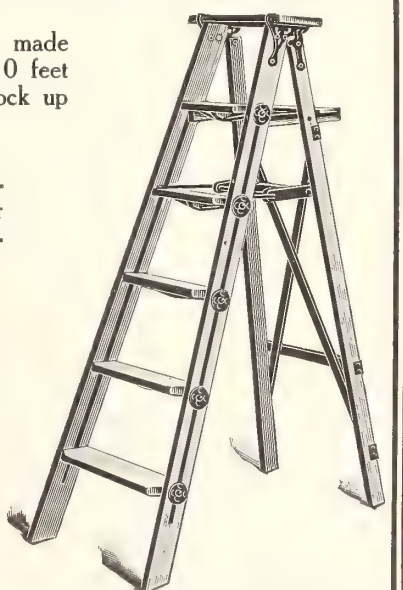
The Hercules Step Ladder

A Ladder of Strength

Our sales are rapidly "climbing" through the medium of this ladder. Every progressive retailer should co-operate with us in pushing this indispensable article still further and *share in the resulting profits.*

The "Hercules" is made in lengths from 4 to 10 feet and in extra heavy stock up to 16 feet.

No housewife, electrician or mill owner *can afford* to be without it.



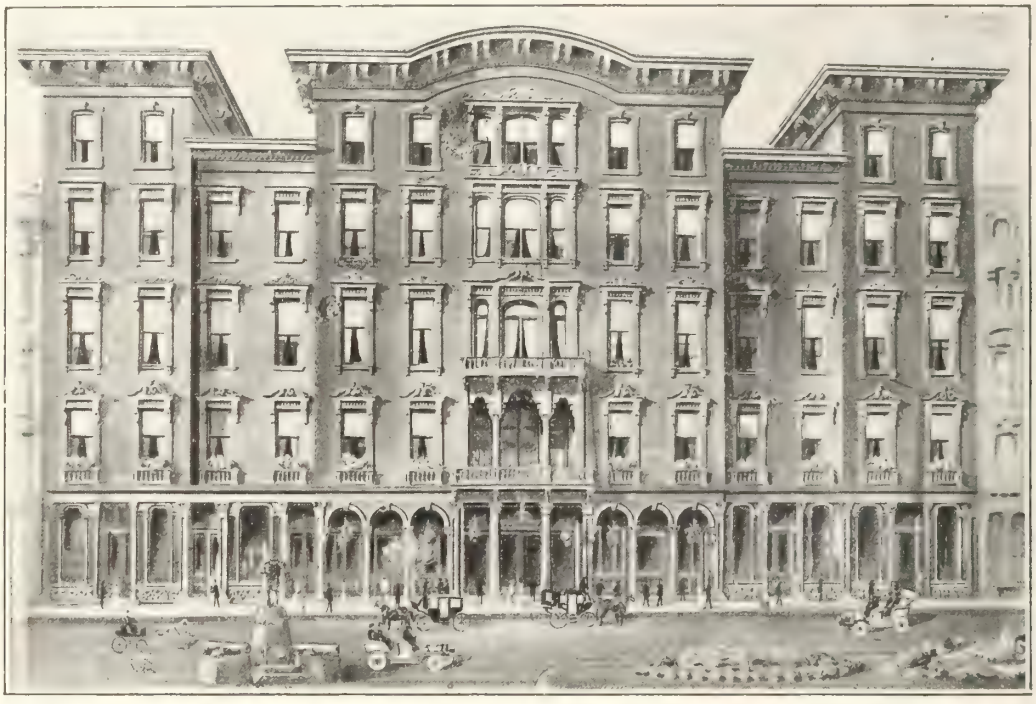
Stratford Manufacturing Co., Limited

STRATFORD
ONTARIO

WALDORF HOTEL, HAMILTON

RETAIL HARDWARE ASSOCIATION
CONVENTION HEADQUARTERS

FEBRUARY 17 to 21, 1913



Reserve Accommodations Early

Past Experience shows the advisability of securing hotel accommodation in advance at convention time.

The Waldorf has been selected by the Executive of the Retail Hardware Association as their headquarters.

The rates are reasonable, $2.50 per day (room without bath) and $3.50 per day (room with bath) meals included.

Write for reservations Now

WALDORF HOTEL - HAMILTON

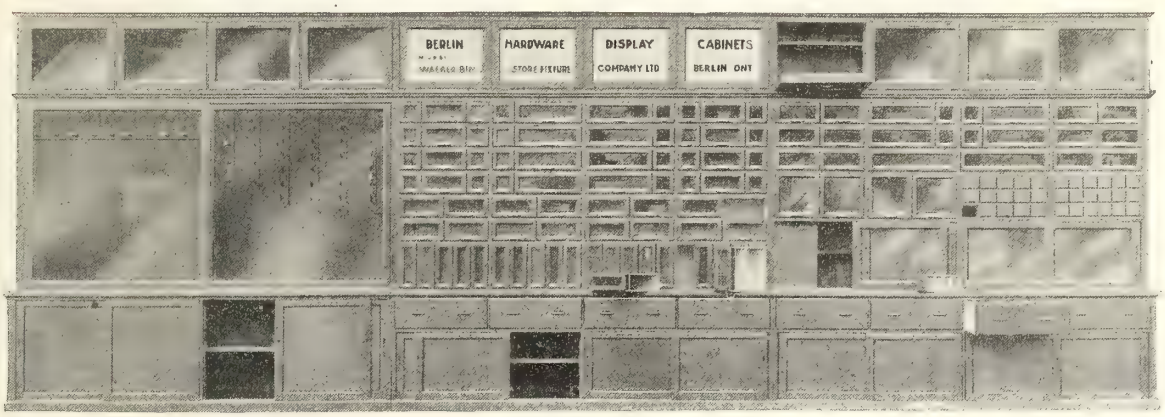
R. B. Gardner - Proprietor

Berlin Hardware Display Fixtures

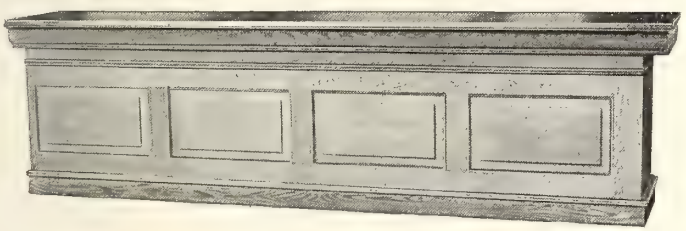
are hardworking salesmen that you should employ.

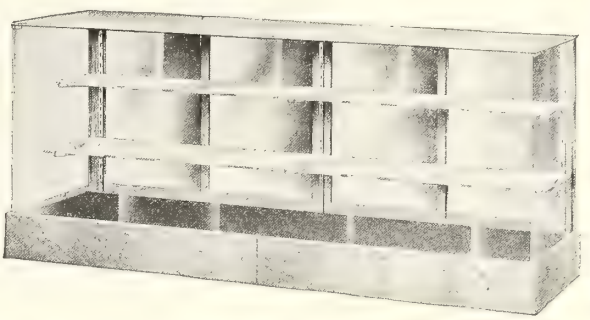
Not only do they display your goods to better advantage and keep them free from dust—

They add an air of distinction to your store that customers appreciate and promote a system which will enable you to serve your customers quickly.



First Class Materials—Workmanship—Finish—
Have resulted in pleased customers from coast to coast.





Our Counters, Display and Show Cases are up to date and suitable to your every requirement.

We manufacture the best in fixtures for all lines of Merchandising, one of our recent installations being the fine wall fixtures in the store of A. E. Alexander & Son, Campbellton, N.B.

Send your floor plan and ask for Illustrated Catalogue and Estimates on lines you are interested in.

The Walker Bin & Store Fixture Co., Limited

Manufacturers and Designers of Modern Store Fixtures

BERLIN ONTARIO



Big Ben Store Helps

In order to enable Canadian dealers to get the maximum benefit from the Big Ben campaign now running in Canadian magazines, we are packing Big Ben specially for Canadian trade, six in a carton with a full set of store selling helps (two posters, two show cards, two metal signs.)

On an order for 12 we add a solid mahogany display stand. On an order for 24 or more, we print your name on dials, give the posters, display stand, and a beautiful metal sign lithographed in five colors.

Big Ben and his selling helps are being carried in stock by 54 wholesale Canadian distributors. We will be glad to let you have their names upon request. Any will tell you Big Ben is the best made and the best selling alarm that's ever been put out.

In broken and dozen lots, $2.05 *In lots of 24, $1.95*

The Western Clock Co., La Salle, Ill.

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

CANADIAN HARDWARE STOVE & PAINT JOURNAL

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An Epoch Making Conference.

The conference that was held in Chicago the other day between the representatives of the retail, wholesale and hardware manufacturing interests of the United States promises to be epoch making. Whatever may be the ultimate effect of the conference it can scarcely be other than beneficial, and judging from the little that can be gathered from what transpired, it paves the way for similar conferences in regard to disturbing trade questions.

The particular and specific subject that brought the three interests together was the consideration of the prices at which manufacturers of hardware sell to the mail order houses and to the ordinary dealer.

It will be remembered that it was because they had not completed their investigation in regard to this matter that the National Retail Hardware Association of the United States refused to send representatives to the convention of the manufacturing and wholesale organizations in Atlantic City a couple of months ago.

Although the resolution assuming "that the prices made by catalogue and mail order houses are those at which manufacturers are willing that their goods are to be sold to the consumer" and that it was felt to be only "just and proper that those who distribute to the consumer for the manufacturer shall be remunerated for the service rendered," was not concurred in by the representatives of the manufacturers, on account of not possessing the power to do so, yet it is significant that it received the unanimous endorsation of the wholesale and retail bodies represented at the conference.

With the wholesalers and retailers working together it ought to be less difficult to persuade the manufacturers who give special prices to mail order houses to discontinue doing so. No attempt is being made to prevent the manufacturers selling to the mail order houses. All that it attempted is to prevent the latter being accorded better prices.

It is asserted, and is no doubt within the mark, that 90 per cent. of the hardware sold in the United States is distributed through the regular retail hardware dealer. That being so the case of the retailers is doubly strong.

In Canada the position of the retailer must be equally strong in this particular, and developments in the United States will doubtless be watched with keen interest by trade in this country.

He who decides to invest a certain percentage of his revenue in good advertising during the new year is making a good resolution.

Justification of Trade Organizations.

Aside altogether from the question at issue between the retail and manufacturing interests in the United States over the question of special prices at which some of the latter have been according to mail order houses, there is one thing that must impress itself upon even those who take but a very moderate interest in the matter. And that is the importance of organization, not of the retailers alone, but of the wholesalers and manufacturers as well.

The office of a strong organization is not merely to fight evils which crop up in the trade. That in itself may be but a small part of its duties. Indeed the fighting quality is no more to be commended in an organization than it is in an individual. The chief potency in an organization of retailers lies in the fact that it is an entity—a something real and substantial through which negotiations can be readily carried on with second and third parties should misunderstanding or difficulty arise.

This is perhaps an attribute of business men's organizations which is perhaps not always recognized.

It is no use turning over a new leaf unless you are determined to keep it turned.

Scientific Retailing.

Scientific management in the retail trade is merely performing the different motions and acts in the most expeditious and economic way commensurate with the general welfare of the business.

To do this requires care and much intelligent thought.

An outsider may assist in bringing about the desired state of affairs. But the onus is after all practically upon the merchant himself with his clerks co-operating. If he expects that a brand new system that will work with the precision of a high-priced watch can be

made and installed by a so-called expert, he will be doomed to disappointment.

There is not a retail store in existence whose management is so scientific and perfect that there is no room for improvement. To the thoughtful and enterprising merchant better methods are always possible. It is only the business man who deems his methods perfect that is incapable of being taught new and better methods.

Those who think, and plan and analyze with a view to doing business on a more scientific basis, make a close study of the trade newspapers and magazines and rub shoulders with their fellows whenever opportunity affords. That is the way many new ideas are conceived and many old ones improved.

He who does not take an inventory is merely guessing "where he is at."

An Inattentive Clerk. A salesman who is lacking in attentiveness and resourcefulness is dear at any price. This thought came to the writer the other day when in a certain store.

A customer wanted a certain article, not naming the price she wished to pay. The line shown her being high priced she expressed a desire to see something at a lower figure.

"This is the lowest priced we have," curtly declared the young man as he turned upon his heel and left the customer standing in amazement at his conduct.

Fortunately for the reputation of the firm another clerk came forward, brought forth the desired article at the desired price and effected a sale. And this was not the only article the customer purchased before she left the store.

The clerk probably did not designedly mean to be inattentive. He probably did not know any better. But until he has acquired the knowledge necessary to possess the qualities of a salesman it is better that he should follow a vocation where contact with customers is not possible.

There is one commendable thing about a business "stunt". It is not likely to stunt the growth of the business.

Why Senator Curry Was Appointed. The appointment of Mr. Nathaniel Curry to the Senate came as a surprise to most people. He never was a politician, although he had his party affiliation. For a seat in Parliament he never was a candidate. His nearest approach to public life was when in 1894 he became mayor of Amherst, N.S. As he had therefore never sacrificed himself for any political party by either holding down a seat in Parliament or leading a forlorn hope in a hostile constituency it is quite evident that his appointment to the Senate is not a political one in the ordinary sense.

As men are not appointed to the Senate by mistake or misunderstanding, as is alleged by certain historians to have been the case when Sir Francis Bond Head was appointed Lieutenant-Governor of Upper Canada, it must be patent to nearly everyone that Mr. Curry becomes Senator Curry because of the active part he has taken in developing the industrial life of the country. In that respect he certainly has done things whereof the country might well be proud.

Senator Curry is of Scotch-Irish and English descent, with Canada as the place of his birth, but with all this co-mingling of the blood of the Scotchman, the Irishman and the Englishman in his veins he is of a most unassuming and retiring disposition. But he must be a man of vision.

When in 1877 he found, in conjunction with his brother-in-law, the firm of Rhodes, Curry & Co., at Amherst, N.S., he may not have realized the part he was destined to play in developing the great manufacturing industries of the country, but he must have possessed an active vision and high ideals regarding the manufacturing possibilities in Canada. No one could have played the part he has unless he had been rich in these qualities. And it is because he possesses them and had the courage to bend his energies in bringing them to a happy consummation that he to-day is occupying a seat in the Senate of Canada.

It is to be hoped that the Government will continue to appoint to the Senate men who have earned the right to such an honor by their zeal for the industrial and ethical welfare of the country

It is possible to be a clerk in name and, in practice, anything but a salesman.

Not Equable Justice. With the decisions of the Railway Board against them in regard to the demurrage and cartage charges, business men are naturally somewhat perturbed. But these things would not be so distasteful were it not for the recollection of the fact that no relief is provided for the delays on the part of the railways in the delivery of freight.

Cars are no doubt often held unduly long in the loading and the unloading. But that cannot account for the fact that cars, after leaving shipping point, fail to reach their destination, not only days, but very often weeks, after they are due. That is obviously the fault of the railway companies.

Under the unequal conditions that exist to-day it is possible for a consignee to be charged demurrage on a consignment of goods that is weeks late in reaching warehouse or factory. This is a sort of justice that is scarcely equable.

One of the professors in the University of Toronto recently made a statement to the effect that it took just about as long to-day for a consignment of merchandise to reach destination as it did in the days preceding the railways. At first blush this seemed an absurd statement. To think of a slow-moving team of horses transporting merchandise as rapidly as a swift-moving train was inconceivable. And yet the experience of shippers is time and again proving that the learned professor was not after all very far astray.

Time and time again of late cases have come under my own observation where, reckoning from the date of shipment to the date of receipt of merchandise, less than twenty miles a day had been covered.

Of course it is another case of the hare and the tortoise. The train covers as much ground in an hour as the horse team will in a day. But the latter keeps steadily on and is not lost for days and weeks on sidings. The trouble seems to be as much the want of system on the part of the railways as a want of hauling power.

Interesting Programme for the Hardware Convention

Manufacturers and Retailers Completing Their Plans for the Big Convention to be held at Hamilton the Third Week in February — Badges being ordered for 400 Retailers and Banquet Accommodation Reserved for 600 to 700 Hardwaremen

Present indications point to the Eighth Annual Convention of the Ontario Retail Hardware & Stove Dealers' Association at Hamilton, February 17 to 21 next, being far in advance of all previous gatherings both in point of numbers present and in interest for retail hardwaremen.

As will be remembered, last year's convention was, to use an apt expression, "knocked into a cocked hat" by a blizzard which put a sad crimp into the attendance as well as into the fine exhibition made by about 80 manufacturers in the Winter Fair Building at Guelph.

But "it's an ill wind that blows nobody good" and out of the chaos caused by last year's blizzard two live associations have grown where only one existed before, and manufacturers and retailers are now working shoulder to shoulder in an effort to make the 1913 convention the most profitable yet held.

And success is already assured as the manufacturers are applying business principles to the management of the exhibition, and are finding it possible to average the programme and the displays to much better advantage than when the "show was run as a side issue by the retailers."

Retailers and manufacturers will alike benefit by the change and as the wholesalers have also been invited to a joint conference the entire trade should be brought into closer relationship.

Exhibition Hall Will be Crowded.

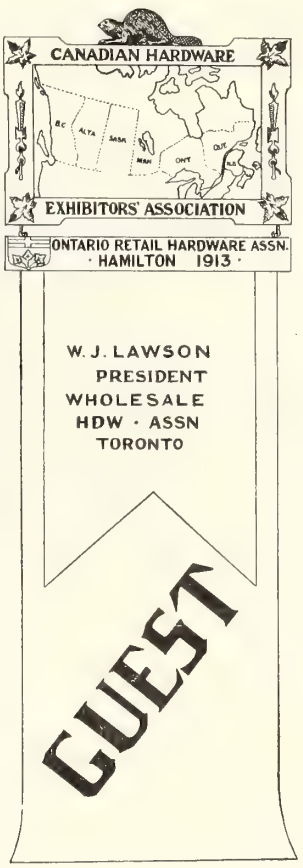
The directors of the Canadian Hardware Manufacturers Exhibitors' Association met at the Royal Hotel, Hamilton, on December 30 and completed arrangements for their part of the programme. Committees were selected to look after the reception and entertainment of the visiting retailers and, acting in co-operation with the retail association, invitations will be extended to all retailers, whether members of the Retail Hardware Association or not, to visit the exhibition and be guests at the monster banquet to be tendered the retailers by the manufacturers on the evening of Thursday, February 20, the dinner costing the manufacturers $2.50 per plate. Premier Borden, Sir Wilfrid Laurier and other eminent statesmen are expected to attend, and the tables will be spread for between 600 and 700 guests.

Only about a dozen of the 102 booths in the Exhibition Hall are still open for allottment, the taking up of about 90 since the plan was first published in November indicating the popularity of the exhibition. Many of the displays will contain special features both in the arrangement of display and the new specialties shown, while about $1,000 will be spent in the construction, lighting and decoration of the booths. Both an orchestra and a band will be in constant attendance.

A Handsome Badge.

An order has been placed with Ryrie Bros., Toronto, for 400 badges for retailers with a similar number for the manufacturers, their representatives the wholesalers, and other guests. The badges will cost about $1.00 each, and it is intended that they shall be used year after year, the manufacturers supplying the badge and ribbon while the Retail Association provides a bar attached to the name plate. One badge with bar will be supplied each member of the Retail Association, a charge of $1.00 being made to partners, clerks, etc., representing retail firms belonging to the Retail Association.

A reception is to be held by the Mayor and civic officials in the Royal Hotel on Monday evening, Feb.



The Badge that will be worn at this year's Convention.

17, the Exhibition being officially opened that afternoon.

The manufacturers have also, on the request of the Retail Association, decided to discontinue the distribution of souvenirs at the Exhibition, but each exhibitor will, instead, donate a prize, either goods or an order for goods, to be distributed by the Retail Association amongst all members who register Wednesday noon.

RETAIL EXECUTIVE MEETING.

The Executive of the Ontario Retail Hardware and Stove Dealers' Association met at the Queen's Hotel, Toronto, on Tuesday, December 31, and completed plans for the convention at Hamilton next month.

President Madole presided and all the members were

present with the exception of Wm. Magladery, New Liskeard, and Ald. Ed. Wanless, Chatham.

The Legislative Committee reported through W. F. Macpherson, Prescott, the results of their efforts to secure signatures to a petition favoring the discontinuance of the collection of fees for re-inspecting weights and measures. The committee was instructed to continue this work and secure the co-operation of hardware members of Parliament in abolishing this special tax on users of scales and measures.

Plans for the increase of membership in the association were considered, and arrangements made for an active campaign for a larger enrollment than in previous years. The treasury shows a substantial balance to the good, and never in the history of the association were prospects so bright as at present.

Dividing the Secretary's Work.

After a thorough discussion of the work to be undertaken by the association during the coming year, and an statement by Secretary Wrigley that in justice to the association a retailer should be appointed to under-



Hamilton Armouries, where this year's Convention and Exhibition will be held

take all or part of the secretary's work, a resolution was adopted for presentation to the Hamilton convention, recommending an amendment of the constitution to provide for the establishment of an Advisory Committee.

The Advisory Committee, as planned, is to consist of the president and two members of the Executive, preferably the two vice-presidents, one of these to act as Advisory Committee secretary and deal with all matters of trade policy, grievances, etc., this relieving the general secretary of all but routine business. Vice-President W. F. Macpherson, Prescott, was recommended as secretary of the Advisory Committee.

Picture Shows at Convention.

The Sherwin-Williams Co. of Canada, Montreal, and E. C. Atkins & Co., Hamilton, wrote offering to provide illustrated lectures of 30 to 40 minutes describing the processes of corroding lead mining and smelting zinc ores, varnish making, dry color making, mining and calcining of oxides, and saw manufacturing in all its various phases. Both offers were accepted and the "picture shows" will be included in the "Question Box" programmes on Tuesday and Wednesday evenings.

This part of the programme should be very educational as the pictures and descriptions will be thoroughly modern and up-to-date.

Important Trade Discussions.

Either President Abbott, Marshalltown, Iowa, of the National Retail Hardware Association, or H. F. Krueger, Neenah, Wisconsin, will deliver an address on the opening day of the convention describing the fight being waged by the retail hardwaremen throughout the United States against mail order houses, and the workings of the new zone parcels post system.

A discussion of the problems injuriously affecting the retail hardware trade on both sides of the line will be very interesting in view of the proposed conference between the retailers, jobbers and manufacturers on the closing day of the convention.

President Madole, Napanee, Wm. Magladery, New Liskeard, W. J. Carter, Picton, and J. N. McGregor, Oakville, were named as a committee to represent the views of the retailers at this conference.

Committees Appointed.

The following committees were named to assist during the Hamilton convention:—

Reception—Ed. Wanless, Chatham (Chairman); J. R. Hambly, Barrie; D. Cinnamon, Lindsay; W. J. Bell, Beeton; G. A. Binns, Newmarket; W. A. Rankin, Ottawa, and Nelson Mills, Hamilton.

Membership—J. N. McGregor, Oakville (Chairman); J. W. Zavitz, Wallaceburg; George Matheson, Toronto; W. J. Carter, Picton; W. D. Dewar, Pembroke; J. E. Mosely, Huntsville; A. E. Bottom, Bobcaygeon, and H. E. Patterson, Drayton.

Resolutions—Ed. Brocklebank, Arthur (Chairman); Milton Carr, Cobalt; S. B. McClung, Trenton; James Purvis, Sudbury; James McGregor, Caledonia; T. M. Nash, Wellington, and W. D. Sampson, Blenheim.

Question Box—Wm. Magladery, New Liskeard (Chairman); Albert Welch, Toronto; James Chalmers, Palmerston; W. G. Pow, Tillsonburg; W. McKillop, West Lorne; A. R. Dundas, Cobourg, and F. E. Hendershot, Mt. Forest.

Prize Drawing—H. Occomore, Guelph (Chairman); C. W. Conn, Tillsonburg, and W. W. Bennett, Gananoque.

SAM, THE BLACKSMITH.

The Canadian Hardware Manufacturers Exhibitors' Association are adopting live wire tactics in their endeavors to do their part in booming the coming convention at Hamilton.

Several hundred active salesmen are extending invitations to their customers and "Sam, the Blacksmith," is inspiring them in their work. Every other day a card is sent out from Secretary Tobin's office, giving some trite saying by "Sam," and it's good betting that the boosting being done will result in doubling the attendance this year.

Court rather than discourage suggestions. Most of them may be useless, but one possessing value will be offered at least now and then.

Dealers and Jobbers Discuss Prices

Acting on the suggestion of President Abbott of the National Retail Hardware Association (United States), a committee from that organization and committees from the National Hardware (Jobbers') Association and the American Hardware Manufacturers' Association, met in the La Salle Hotel, Chicago, on Dec. 9 and 10. The first day was devoted to a conference between the retailers and jobbers, while the manufacturers took part on the second day.

This meeting was the result of the refusal of representatives of the Retailers' Association to attend to recent Atlantic City convention, President Abbott alleging that the retailers could secure no great good by being present there, and that more heart-to-heart talks were needed.

The conference was the first of its kind to be held, but it is most certain that other ones will take place in the future.

The main point under discussion was that relating to prices. The retailers pointed out in a friendly and straightforward manner that in many cases they were discriminated against in favor of catalogue houses. They thought this unfair and while they did not wish manufacturers and jobbers to quit selling to such concerns, they were of the opinion that they should be given an equal chance to meet such competition.

The discussion, though keen, was carried on in the best of feeling and resulted in the jobbers accepting the following resolution:—

Resolved, that we assume as distributors, wholesale and retail, that the prices made by catalogue and mail order houses are those at which manufacturers are willing that their goods are to be sold to the consumer, and that we feel that it is only just and proper that those who distribute to the consumer for the manufacturers should be remembered for the services rendered.

At the meeting on the second day the manufacturers stated that, as individuals, they concurred with this resolution. The only action taken was in the form of an understanding that a detailed report of the conference would at once be placed in the hands of the president and members of the executive committee of the American Hardware Manufacturers' Association, with the recommendation that prompt action be taken.

LAURIER'S ESTIMATE OF TRAVELLERS.*

It is well known that commercial travellers are the best companions on earth, and princes among good fellows, and they will some day become the kings of industry and commerce in the country. The youth of the country is the hope of the country; life is the gift of God, and youth is the privilege of life. "Hope riseth eternal in the human breast," but in the breast of youth rises hope crystallized—faith. You believe in your country and you believe in yourselves, and it is in the faith, and energies of her young men that this country's future lies. I am an old man, but pretty young for my age, and, thank God, that I have retained some of my youthful ambition.

What is the ambition of the traveller? Once as a young barrister and a struggling politician, I was "on the road" myself, travelling for the law from circuit to circuit throughout the country and came in touch with a great many commercial travellers. I remember one particular occasion on which I encountered a young "knight of the grip," and got talking with him about his ambitions. First and foremost there was a little blue-eyed girl. He thought of her by day, and he dreamt of her by night. Her face may have disturbed his slumber, but it never interfered with his work, on the contrary, it was an incentive, for he wished to give her a home worthy of their mutual love.

The Traveller's Ambition.

But there was another ambition—the ambition to become a financier and a king of commerce, and an important factor in the country, and both these ambitions were fulfilled for that gentleman is to-day married, and the head of one of the largest concerns in the continent.

To-day, gentlemen, you are selling other peoples' goods, for salaries and commission, but, the day will come, and I know you are all longing for it, when you will sit at the chief's desk running a business, with a hundred representatives from coast to coast. To-day you have a wider field open to you than your fathers dared to dream of, do not fail to make use of your opportunities.

The development of the Dominion is a never ending history. In 1905, when the two last provinces were added to the federation, we thought our work was at an end; not so. There is a tract north of Alberta and east of the Rockies, known as Peace River District and Grand Prairie, which will soon form another province of the Dominion, and another in the Hudson Bay district, a valley 200 miles wide and 700 long, unrivalled in the entire world for its fertility, that will readily form another.

An Age of Miracles.

This is the age of miracles, and still another has taken place, for we have discovered that water is worth its weight in gold, as the cheapest means of producing power, and some day Canada will be the greatest commercial country on earth for that very reason. Once upon a time the mainstay of the country was the fur trade, then came lumber, then the river navigation companies, the ocean steamship lines, then the railroads which still survive, but to-day the greatest commercial asset is electricity, and it is on electricity that the commerce of the future will be based. So some day you commercial travellers will be kings of industry in the greatest industrial centre of the world, and the country looks to you for its success, and it is to you that I commend our country's prosperity for the future.

*An address delivered at Montreal before the Dominion Commercial Travellers' Association.

WIND DAMAGES NEW PLANT.

A tremendous wind storm which swept over St. Catharines recently, seriously damaged the building in course of construction for the Canadian Warren Axe & Tool Company, a new branch of the concern, the headquarters of which is in Warren, Ohio. Although the windows had been glazed and the walls are apparently very substantial, the wind gained an entrance to the main building, forced the roof upward, and caused a considerable portion of the walls to fall. The building is over 130 feet in length and is a two-storey portion of the series which was to be ready for occupancy on January 1. Representatives of the company stated that the actual loss would not exceed $3,000, and the completion of the plant should not be delayed by more than three months.

Suggestions on Stock Taking

By Eric A. Forson

In some hardware stores, that arduous job stock taking will have been done and over with for another year. A great number of dealers, however, prefer to leave the taking of the annual inventory till the end of January, as they claim that by so doing it gives them a chance to get straightened away somewhat after the holiday rush and put them in more fit condition to handle the work. Hints on this subject, however, are always of more or less value at any time, and if you are one of the few dealers who have already completed the operations of taking stock, there may be some information contained in this article that will help you next year.

Necessity of System.

System is the great thing in conducting this work. No matter how small the store, it should be gone after in a smart, business-like manner and not in the haphazard way so common in many of the smaller shops. If the larger establishments used the methods employed by some dealers, they would be taking stock from January 1st to December 31st.

When you start in to take an inventory, don't do a little there and leave things in such a state that when you continue operations after an interruption you won't know where you're at. Start in one department and don't go to another until that department is finished. Collect together all articles of a like nature so that when the time comes to count up it will take but a moment to find out what is on hand.

Have the more experienced hands do the calling off, while the junior clerk can attend to the writing down. This will save time, for when the man on the ladder (the caller-off) is not sure just what to call an article, and has to stop while he asks, he not only loses time of his own, but that of the man who answers the query also goes to waste.

Economizing Time.

Another thing that will save time. All stock sheets contain a price column and an extension column. Some have two of the latter. When the man who is calling off says, "One only such and such a thing," it is not necessary for the man who is writing to put the price called in the price column. If there is only one article of a certain kind, the boss will know that is the total value and, therefore, it can be put at once into the extension column. If put into the price column at first, it means that the man who is to make the extension has to duplicate the figures.

While taking stock do not forget to include counters, shelving, store fixtures, delivery equipment and everything else that helps you to conduct your business. Do not, however, value them at what you paid for them when new. You must remember that stuff of this nature depreciates in value as soon as put in use, even for one day.

A Time for Housecleaning.

Stocktaking time is also housecleaning time. While the goods are off the shelves, it is a good plan to take the opportunity to freshen up the shelves by dusting them and adding a coat of paint. Do it at night and it will be dry in the morning. All goods should be dusted and given a good cleaning before being put back into stock. All goods that have unsightly labels should be brought to the front and disposed of first. Change the departments around and give the store a different appearance.

The methods of stock taking boil down to one thing, calling off and writing down, but all firms have various schemes of their own which help them in their work.

One Retailer's Method.

The methods employed by a concern in Toronto which does an enormous trade, mostly in builders hardware, contain some special features. The firm is so busy all the year round that they cannot afford to take their clerks away from their regular work, not even to take stock. For this reason they bring in a special staff of 12 or 15 men.

Their business year ends December 31st so the stock-takers are set to work about December 15th. They are started with experienced hands at collecting the stock together and getting it in good shape for the checkers. The various items are just put down roughly on a plain sheet of paper, i.e., "12 dozen locks, No. 1260," and the make and finish. The sheet is left in the bunk and if any goods are taken out, of course the clerk who is filling the order must make the alteration on the sheet in that particular bunk.

The whole building is gone over in this way. Two days before the end of the year the heads of all the departments go over the different floors, put a rough check on each lot of articles, and the slips are collected and the amounts written in the stock books. It is during these two days that mistakes are apt to occur through clerks taking goods from bunks, the contents of which have been entered in the stock book. To prevent this, the clerk, when he gets an order to fill during these two days, must write on the charge slip, "Taken," or "Not taken," as the case may be, meaning that the stock from which the order is filled has or has not been entered in the books. If he goes to a bunk and finds no sheet therein, he knows the amount has been entered and, therefore, writes "Taken" on the order slip. If there is a sheet in the bunk, the amount thereon is changed and "Not taken" written on the order.

When the year is out, the charge slips of orders that have been filled since the entry of the stock commenced, are separated. To those marked "Not taken," no attention is paid. A person may say, "Why, if no attention is to be paid to them, do the clerks have to go to the trouble of writing 'not taken' on the slip?" The answer is this. If the words "not taken" were not required to be written on orders filled from goods which had not been entered up, and a clerk, after filling an order from stock which had been taken, forgot to write the word "taken" on the order, the firm would credit themselves with having more stock than they really had. To make it plainer, if a bunch of charge slips came to the manager and the word "taken" was not written on, he would take it for granted that these orders had been filled from stock not yet entered up and that the amount had been changed on the sheet in the bunk. If, however, a slip was blank when "taken" should have been written on it, the manager is under the impression his department contains more stock than a second count would show.

Where each slip must bear this information either one way or another, there is no chance of a mistake

occurring. As soon as the head of the department sees an order that has been filled since entries commenced, and that is not marked with either of these terms, he knows there is something wrong and immediately investigates.

Adding Up.

Those slips on which "taken" is marked are added up and the total amount deducted from the amount shown in the stock books. This gives the net amount of stock on hand at Dec. 31st.

In most stores, the work of stocktaking usually demands night work—a practice not at all desired by most clerks, or proprietors either, for that matter. With a system such as described, however, very little is needed, two nights at the most. (It is a funny thing that the bigger the store, the less time and work it takes to take an inventory. Such is system.) The only night work required in the store whose methods have been described is done during the two days when entry making is commenced. At that, few of the clerks in the store have to come back, the office hands having to do the pricing and extending of figures.

After the prices have been extended they are checked by another party, and then double checked. The head bookkeeper makes an inventory of every book on the front page of that book, and these amounts added together give the total value of the stock on hand at the end of the year.

Stretching the Capital*

By A. M. Burroughs

A northern Indiana furnishing goods concern went out of business a few months ago. When the stock was inventoried some caps were found which were made especially for the Grant-Colfax Presidential campaign in 1872.

Think of that! Stock forty years old.

The caps cost about 25 cents each and there were three dozen of them, costing $9 in all, wholesale.

Charge up a percentage equal to the cost of doing business against that $9 worth of dead stock for forty years and see what it cost the merchant to keep it on his shelves.

Ask the banana man who stands at the corner of the street how much he could make on that $9 in forty years in his business. Then you will know what it would have profited this clothing concern had it not kept that stock on the shelves—if it had used the capital right.

This banana man buys a cart load of bananas every morning, costing him about $9, and sells them before night for $20.

Since he works every day he turns his capital every day, 30 times a month.

On a capital of $9 he does a gross business of more than $5,000 in the nine months he is able to work.

In forty years he could do a gross business of nearly $300,000 on that little capital—without increasing his capital a single penny over that original $9.

What would he make if he had $9,000 capital and applied the same principles.

Any wonder the chain store fellows can keep buying more stores and under-sell the "good-enough-for-me" one-man store?

The owner of a chain of six stores has never put a single dollar of his money into the last four stores he opened.

When he opened his second store, he began buying in small quantities, stocking up every day and selling the goods before the bills came due.

In a short time he opened his third store, without putting any of his own money into it. Soon he increased his chain to six stores.

Now he is doing business almost entirely on the other man's capital. He buys in very small quantities and discounts his bills with the proceeds from the sales of the goods.

If the retailer provides himself with accurate and complete detail information about his sales and his stock on hand, he can practically do business entirely on the capital of the houses from which he buys—and make those houses glad to let him do it.

Buying in small quantities may make the cost price a little higher, but the increased sales will make the expenses lower and the reduced profits on each sale will rapidly multiply into a bigger dividend at the end of the year.

One per cent. profit 52 or 100 times is better than 10 per cent. five or six times.

Of course this is possible only by keeping such close tab on sales and purchases that the merchant can buy in very small quantities.

Study the methods of the banana man and the peanut vendor, who make a living on $10 capital.

But isn't it better to stand the expense of adequate records and do a big profitable business on little capital, than to worry along without records and do a small unprofitable business on the most capital you can rake and scrape?

*A chapter from "A Better Day's Profits," copyrighted by the Burroughs Adding Machine Company.

The burning question of "votes for women" was cleverly employed to his own advantage by a hobo in an Ontario town not long ago.

Some one must have advised the tramp in the matter, for, when he approached the house of a woman well known for her advocacy of woman's suffrage, he was ready for her.

Politely he asked "a little assistance," after the manner of hoboes everywhere.

"Why don't you go to work?" sternly demanded the lady.

The tramp bowed. "Madam," said he, "some years ago I registered a vow to do no stroke of work till women were accorded the same rights as men."

The "little assistance" was forthcoming.

Business and Store Management

SKATE AND HOCKEY STICK TRADE.

At certain seasons of the year, the complaint is frequently made that there is nothing doing. When this is the case, the next stage of futility—that of having nothing to do—is easily reached. Now, of all forms of hard work, "doing nothing" is for the average man the hardest; it is also unquestionably, and in every way, the most demoralizing.

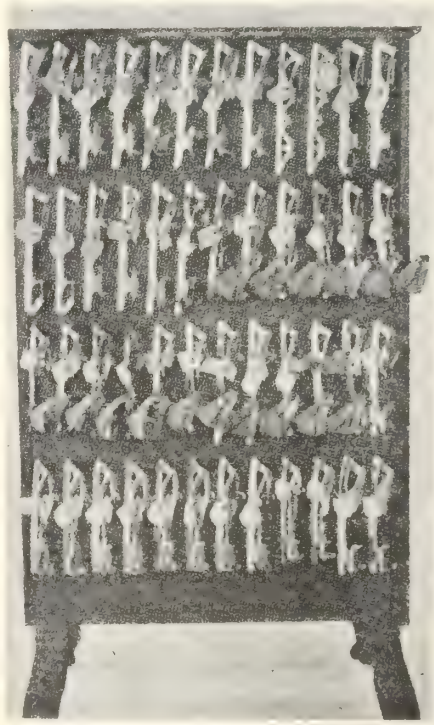
As a matter of fact, as an exchange remarks, there is always something moving for the man who is really awake, and has acquired the robust habit of constantly going after things. Never should the fact be overlooked that something is doing all the time; and in every department of human activity. There are lower animals who hibernate throughout the long wintry months—like the bear, which at the first touch of frost, retires to his cave, curls himself up and goes to sleep; but man—the boasted lord of creation—is quite another kind of creature, and, though he also may be in need of occasional rest, he was never intended to "do nothing" for any long consecutive period of his all but too short life. The average man is up and doing 365 days in the year, and his needs have to be catered for in a successive way, even in the sporting goods line.

For man, winter is above all other seasons of the year that which calls most for physical activity. Then, he has to wrestle, so to speak, with nature, if only for his health sake—than which nothing should be to him more precious.

The cold season—when the very air tingles, and strikes the cheek like a myriad of fairy whips urging to frolic—is the time when every healthy mind instinctively turns in the direction of vigorous exercise—ice skating and roller skating, sledding, hockey, curling, lacrosse, etc. Here we have quite a bunch of good things, and the up-to-date dealer, no matter where located—in town or country—should give his attention to them. There is plenty of profit to be made here; if it is only gone after in the right way. It should be remembered that there are attached to all sports, games and recreations quite a number of accessories. These should on no account be overlooked, when the dealer sits down to estimate probable profits. A thing which when half done will scarcely pay expenses will show quite remarkable results when taken up in a systematic way, and pushed for all that it is worth.

The most deservedly popular form of winter recreation is, probably, skating. That it can be enjoyed by both sexes in common, and by all ages, adds greatly to its attractions. The winters are long and more or less severe. In this way, the average year affords several weeks of fine skating. It is worth noting—as the concrete facts that make a situation ever are—that the sections of the country where climatic conditions most favor skating are also well favored in the way of water; streams, lakes and pools abound everywhere. What may be called the skating States are mostly well settled, and their citizens are among the most prosperous in the country, and perfectly capable to buy all they want in a moderate way. It does not cost much to get a pair of skates, either for the ice or the rink; and there are several millions who like nothing better than to glide over a smooth surface, at considerable speed and with only a moderate amount of exertion.

Skating, let it be remembered, is well worth fostering on its own account; entirely apart from the amount of money it puts in circulation. It is a splendid, health-giving exercise, and of not too violent a character. It means plenty of movement, under ideal conditions. Anyone who has experienced its delightful effects need not be told of the agreeable glow that it imparts to the entire body. Indeed, the exhiliration it brings with it is apparent to every casual looker-on. The athlete never looks more robust and fit, a girl never more graceful and charming, than when swiftly moving over a fine sheet of ice. This form of recreation has the further advantage that it makes for poise. In order to avoid a tumble, the skater must learn to balance himself, while in motion, upon a thin edge of steel. Regarded in this light, skating furnishes many an excellent lesson in calisthenics. What has here been said about ice skating equally epplies, with but slight modifications, to roller skating. Here, too, healthy exercise and graceful motion are combined.



A suitable arrangement for an effective display.

The number of skates, of all kinds, sold in Canada during the course of a single year, must be simply enormous. Skating is a form of exercise open to all. In this matter, town and country are equally favored. In the big cities, in addition to the ice carnivals furnished by the ornamental lakes in the public parks, thousands visit the skating rinks daily; and the number of these convenient places, both open and sheltered.

are increasing yearly. Even the children of the poor have learned the trick of skidding on the pavements and asphalted streets—and though the sidewalks may be barred by the cities' ordinances for this purpose, the facts are as here stated.

When snow is upon the ground, and in these latitudes when it once falls it is quite likely to remain for quite a time, sledding is available. Articles of this kind can be had at all prices, from the costly cutter drawn by a pair of horses to the simple coaster beloved by children. Here again, both sexes can participate in an enjoyable form of diversion, and lay up for themselves an additional stock of health in the doing.

In most country districts, hockey is an exceedingly popular game, among both men and boys. It can be played either on the ice or in the field; wherever it proceeds it is an excellent exercise. How many of the rising generation enjoy this rather vigorous form of recreation—and it is all the beter, so some think for being a trifle forceful—we have no way of telling, but the number must be very large.

Hockey is a game which requires a great many accessories for playing. In addition to sticks and balls, there are such things as hockey gloves, rings and shin guards. The usefulness of the last need not be pointed out to those who have had any experience with this game. A smart crack across the shins, with a stout stick, has a certain educational value, but the days of Spartan discipline are over, and the majority of players prefer to dispense with such experiences, wherever practicable. Another item, that really is almost indispensable, is the rubber ring finger protector. This article is a gum affair, which is fitted not to the player's person, but to the stick he carries. Its object is to prevent an opponent's stick from glancing upward and coming into violent contact with the player's hand or wrist. It is safe to say that there would be a far greater demand for these accessories, and others of a like kind, if the dealer would only push them in a systematic way. As a rule, people do not buy what they do not see. All sports and games suffer by reason of this neglect.

The manufacturers of skates, sleds, etc., are liberal advertisers. In this way, they materially aid the retailer in disposing of their goods. As there is always an excellent demand along these lines, the up-to-date dealer should stock them in a liberal way. The public should be made to know this, and this can be best effected through the show window. A very attractive display can be made with skates; provided there are plenty of them.

The dealer who keeps a repairing shop can make a specialty of sharpening skates, repairing sleds, etc. All work of this kind should be welcome, if only because it assists in keeping the mechanical force together.

A TWENTY-FIVE CENT SALE.

A hardware firm in North Dakota some time ago ran a twenty-five cent sale and took occasion at the same time to liberally advertise the fact. The accompanying advertisement is one of the series they ran. The Hardware Trade took advantage of the occasion to investigate the prices quoted with those obtaining in a catalogue house for similar goods. A table was compiled showing at what prices the mail order concern is selling similar articles and also an approximation of the price the dealer would have to pay for the goods advertised plus freight and drayage.

	M. O.	Dealer's Cost.	Sell.
Steel Roaster	..	.15	.25
Dish Pan, 14-qt.	.38	.21 2-3	.25
Pot Cover Set	.23	.14	.25
Corn Popper	..	.14 1-6	.25
Coal Hod	.17	.14	.25
Dust Pan, long handle	..	.16 2-3	,25
Turkish Towels	.23	.14 7-12	.25
Brass Washboard	.32	.18 2-5	.25

The mail order catalogue examined had no steel roasters, corn poppers or long handled dust pans of the kind shown in Hughes & Co.'s advertisement, so that there was no basis for comparison; the towels



Interior of the store of Ritz & Yoerger, Humboldt, Sask.

shown in the mail order catalogue were a trifle larger than those in the dealer's advertisement and the catalogue rinsing pan at 38 cents was only of 13 quart capacity as against the dealer's 14 quart pan at 25 cents.

The information contained in the foregoing proves conclusively that the hardware dealer need not be much afraid of mail order competition as far as the items shown in the advertisement are concerned. He has a price advantage in some cases and in others is only a trifle higher, which difference freight or express, money orders and stamps would soon absorb. So, considering all things, there is nothing in this list on which the retail hardware dealer is not on, at least, an equal basis with the catalogue house.

Furthermore, the margin of profit is a fair one. The cost of the articles advertised makes a total of $1.28 1-3 say $1.30. Sold at twenty-five cents each, the dealer would get $2.00 showing a gross profit on the sell of 35 per cent. or on the cost of nearly 54 per cent., at which no one can object.

It must not be forgotten, however, that the wash board and rinsing pan, being the best bargains, will perhaps prove to be the best sellers, but the margin on the other items is such that a sale of this kind should surely prove a big winner, not only in actual money made, but in advertising value for the store.

The advertisement which is herewith reproduced in reduced form may serve as the basis of a similar one for Canadian hardwaremen.

SALESPEOPLE

VALUE OF COURSE AT FACTORY.

The greatest salesmen in the world to-day are those who have made a careful study of the goods they sell and who have taken particular pains to go thoroughly into the methods employed in manufacturing the lines they handle. That this is true is proven by the selling staffs of the large corporations, the National Cash Register Co., for instance, which possesses some of the most successful salesmen on the American continent. There is a reason for their success.

Before a man can sell National registers, he must first go through the company's factory, from start to finish, including the repair school, and after he is through this, he must attend a school on salesmanship. After going through these, they are as efficient as they can possibly be in practical knowledge of the construction of their goods and in theoretical knowledge of selling. All that is then needed to complete their education are the "bumps" on the practical end of the selling game.

How many clerks in hardware stores would ever make up their minds to acquire an education of a similar nature by working for a while in some of the factories of manufacturers whose goods they handle, and there see just what goes into the goods they sell? The number is small, but why? It is true that to do this takes up a lot of time that might otherwise be spent in the store, but it has been proved that time used in this way is productive of good results.

J. M. McGregor, hardware dealer, Oakville, Ont., has a son who is determined to master the business from A to Z. To this end he has spent two or three months in the plant of the Gurney Foundry Co., Toronto, learning the construction of and how to set up a stove. Now he is a capable stove man. He understands every problem in stove construction and is able to give customers much better attention.

To get an insight into builders' hardware, Mr. McGregor, Jr., secured a position with one of Toronto's largest retail stores, a store that does an enormous trade in builders' hardware. He stayed for several months and got a good insight into the methods employed by the house to get after the bigger and better class of trade. Now he has a good grasp on the finer lines in this particular branch of the business and is able to sell them, even without stocking them. Then, too, if a lock should happen to go wrong, he is in a position to repair it.

This winter, soon after Christmas, he intends to put in several weeks in the paint factory of the Sherwin-Williams Co., Montreal. Thus when a customer who knows a litle bit about paint comes in, he will be able to talk more intelligently and show that customer that he (the purchaser) does not know it all.

As stated above, to acquire an education of this kind takes up considerable time. It also costs money, but it is worth it.

While a young man going to work in another retail store would receive a fair wage, he would be paid very little by a stove manufacturer or a paint maker, if he got anything at all. This is easy to explain, for a man going into a factory and not knowing anything about the work would be more of a nuisance than a help.

The expenses connected with taking up this kind of work include railway fare, board, laundry, etc. These may run into $300 or $400, but the investment, (for it is an investment) will be found to pay big returns.

Naturally, a young man going to enter upon work of this kind will want to pick out the seasons when trade is dullest in the store. When the dealer is experiencing dull times, the manufacturer is usually running to full capacity and thus a young fellow is enabled to see all there is to be seen.

No clerk in a hardware store need be afraid to ask a manufacturer for a job for a short while. The latter might not be willing to offer any great remuneration, but he knows that if he allows a young fellow to study how his goods are made, that fellow will push the line with renewed vigor and bring increased profits to the store, and, therefore, to the maker of the goods.

ACTION IN SALESMANSHIP.

By Herbert N. Casson

In good salesmanship there is always a great deal of action.

The man who is selling goods should not stand transfixed like a dummy, moving nothing but his tongue. He should act. He should show by actual demonstration exactly how good and superior is the article which he is trying to sell.

Whether a salesman is behind the counter or on the road, he should always, whenever possible, show the article which he is trying to sell. If it is impossible to show the article, he should show some part of it or some picture of it. Words, you must remember, are only third best. The article itself comes first; a picture or part of the article comes second; and talk about the article comes third.

Why does the street fakir attract so many busy people? Simply because every street fakir always has something in his hand, is always in action, and is always demonstrating the remarkable virtues and values of the knickknack he is trying to sell.

Action in salesmanship dramatizes the whole performance. It stages the operation of selling. Every good salesman has a great deal of dramatic instinct. He knows how to present an article. He knows how to throw scenery around it. He knows how to bring out in a striking way the best points of his goods.

Especially in the hardware business, where there are so many tools, implements, and other commodities of action, a salesman should always illustrate his selling talk by appropriate demonstrations. Even if a clerk does not know enough about an article to show it off to advantage, he can do one thing at least—he can keep it moving.

It is a curious psychological fact that any article which is being moved about and held up in various ways looks much more attractive than the same article lying by itself on the counter.

The eye loves motion.

NEW YORK AUTO SHOW.

The thirteenth National Automobile Show will be held in the New Grand Central Palace and Madison Square Garden Jan. 11th to 25th. The second week of the show has been set aside for the exclusive display of motor cars for industrial, commercial, municipal and federal service, and of motor car parts, equipment and supplies, and any one who is thinking of purchasing a truck for delivery purposes could not do better than visit the exhibition at this time.

Window and Newspaper Advertising

SUGGESTIONS FOR LIGHTING THE WINDOW.

In these modern days when many small towns have electric lighting plants and when there are so many efficient lighting systems that can be installed for a moderate price, when electricity is not available, there is small excuse for the retail merchant not to light up his show windows.

At this time of year when it is dark early in the evening, the well lighted show window can be made a trade puller of no small importance. If it is worth while to keep the store open some evenings during the week, it is surely worth while to do all that is possible to attract the attention of the passer-by to the merchandise you have to sell.

In considering the lighting question, says The Hardware Trade in an interesting article, there is one point that it is well to bear constantly in mind. You want to illuminate the goods displayed in the windows and not the street or the sidewalk, nor the people who look in.

The idea, then, is to fill the window with a flood of bright light, so that the merchandise shall be shown up as well as it can be. If it is at all possible, avoid cross lights and shadows, for they detract from the effectiveness of the illumination and draw the eye to them instead of to the goods.

Perhaps the best way, continues our contemporary, to secure the light shining on the contents of the window and not in the eyes of the spectator, is to paint a broad black line on the inside of the windows about ten feet from the ground, and then inside of that place a tin reflector, entirely covering the black. The latter acts as a shield for the eyes and the former throws the light down on the goods, particularly if it is placed at the correct angle.

Now a brilliantly illuminated window is a never failing magnet, that is doubly powerful, if the neighboring stores have less efficient lighting systems. Such a window will never fail to draw the people, and if the display is of the right kind, additional business will follow just as surely as day follows night.

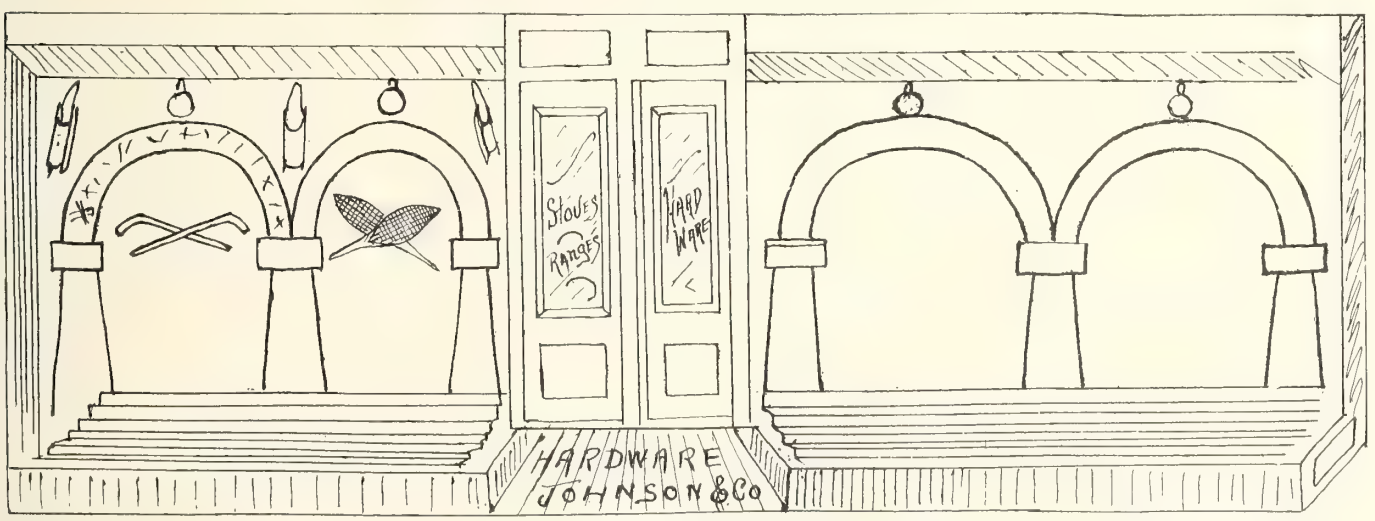
There are so many things in the hardware man's stock that lend themselves particularly to effective display under artificial light, on account of their natural brilliance. This brilliance will still further improve the pulling qualities of the window and should be taken advantage of to the fullest extent.

Lights in full view of the onlooker are not effective. They tend to blind him and to draw his attention to themselves instead of to the wares displayed. Avoid them as you would the plague and use instead hidden lights that throw their radiance away from the outside and on the merchandise.

It is impossible to emphasize this point too strongly. The writer has seen show windows otherwise beyond criticism, completely spoiled by having the lights so strong and in such full view that the strength of the display was cut down 50 per cent. or more thereby.

Then again it is better to have five twenty candle power lights than two fifties, for the simple reason that in the former case the light is better diffused and is distributed more evenly over the window space. If gasoline lights are used, there should be at least three of them placed in front of the reflectors previously mentioned. One in the center of the window and the remaining two some little distance from the edges. In other words divide the length of the window into six parts. Place a light one-sixth from each end and the other plumb in the middle. This will give a better distribution than by dividing the window into three and placing a light at each third division.

Mention has been made in these columns many times of the advantage of using price tickets and descriptive cards. In an illuminated window to be kept lighted after the store is closed, these are of double value. The man who is interested and sees a price quoted is almost sure to remember it more thoroughly than where no price is given. The descriptive cards act as silent sales-



Outline only of a good background for a window of seasonable goods. Have back of white arches covered with green. Shelves running up from front of window, starting at about 15 inches from glass. On arches tack skates, nickel-plated goods or any attractive seasonable lines. Bottom should be covered with white silk. Use plenty of price cards.

men and further impress upon the spectator's mind the good points of the goods displayed. It is not necessary that every single item should be priced or described, but your leaders should be so treated, as they will give the idea of moderate figures on the items unpriced and still further strengthen the selling powers of the goods themselves and the way they are displayed.

Never forget, Mr. Window Trimmer, that your object is not to crowd the walk in front of your store with the amused or the curious, it is to sell goods. Along this line is the following anecdote:—

A certain show window contained a freakish display. The street in front was crowded with people; inside the store the clerks stood around and gossiped, for they had nothing to do; all the people were outside. Down the street a little way was another store in the same line. Its windows had been decorated with the sole idea of selling goods. People came along and were attracted as by the other display, but instead of staying outside and blocking up the sidewalk, a goodly proportion came in and purchased, drawn by the salesmanship used by the trimmer. The moral is obvious.

A DISPLAY OF CUTLERY.

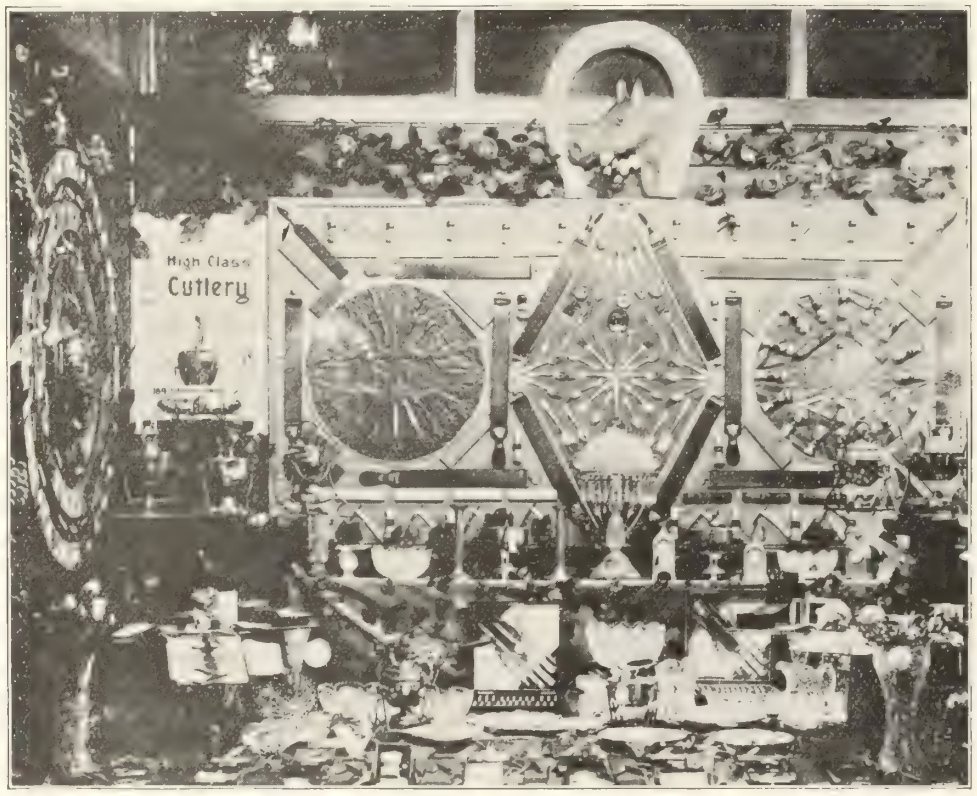
The background of the window of the J. H. Ashdown Hardware Co., Calgary, herewith shown, was purple and gold with the bottom covered with gold. The design of the background was arranged with a diamond shape in the centre, with a circle on each side. These were all outlined with half-inch cotton rope. Cutlery of all kinds were shown on the background. At the end were several circles in which pocket knives were stuck. All kinds of silverware, cut glass, razors, carvers, case cutlery, and in fact everything in the cutlery line was shown.

The numbers 1869-1912 in the circles on the back indicate the long life of the Ashdown Hardware Co. Flowers and vines were used to set off the display and the effect made by them was beautiful, especially at night. The window attracted much attention and proved a good business getter. The window was dressed by C. H. Smith.

A SEASONABLE WINDOW.

Put in a display of ash sifters just about now. This will make a seasonable window and help the sale of these goods. Here is a suggestion. At one side of the window place a can of unsifted ashes. Place your sifter alongside of it with some good coal apparently coming out of it. Then use another can filled with ashes that have been sifted. An American hardware retailer recently laid out a display in this manner and used a large sign calling attention to the great saving qualities of his sifter. Dollar bills were scattered throughout the display. On top of the unsifted can of ashes was a sign reading "Before." The sifter bore a card reading "The ——— Way." The ticket on the can of sifted ashes said, "After."

Along with a trim of this nature could be included coal hods, shovels and other similar lines.



Window display of cutlery that attracted considerable attention.

What kind of a store do the women like best to patronize? That's the question you should ask yourself. It is the store that is the most accommodating in its treatment of them.

Retail Hardware Advertising

Some Suggestions and Examples for Progressive Merchants

BETTER BUYING—A WAY TO INDUCE.

By George J. Smith

We hear so much about the mail order houses these days that I sometimes think they get the best kind of advertising out of it.

If the merchants would not howl so much about the "evil competition" as they call it, and would hustle a little more for business they would not lose so much trade to the mail order houses.

The way to do is to advertise, go after business and go after it strong, talk quality and talk it hard, and if it ever becomes necessary to take back an article because it is not satisfactory, do so without a grunt, for it is up to you to please your trade, even though it costs you a dollar or two now and then to please a cranky or notional customer.

When you sell a cheap article show the people the difference between it and the better kind, and very often you can land the sale for a better piece of goods.

If you sell a standard line, get two or three cheap similar articles, and cut the price to the bone on them, make the price on one of them lower than any mail order house ever quoted before, even though you lose a little money on it, the other two can be marked at a little profit, advertise them at the low price. This brings the cheap, or mail order trade to your store, the people who can see nothing but the low price, and when they come show up the cheap goods thoroughly, be honest with them on this class of stuff, and show them where the standard article is different and better, etc.

If you are on to your job, ten to one you will sell your customer a good article, and also convince him that you sell as cheap or cheaper than the mail order house.

The public does not want plunder. As a general rule it wants good value and is willing to pay a fair price for it, but the mail order houses have been educating the public to believe that the merchant has been robbing him, and it is up to you, Mr. Merchant, to show the other side, show the people that you can sell at a low price, but when you get them in the store, talk the better kind of goods every time.

Never advertise that you will meet the price of any mail order house. If you must mention these firms, say that you sell for less money. If you offer to meet their prices you only acknowledge by that that their prices are lower than yours and that you are only coming to them, for if you can convince a customer that you are the cheapest when you compare a certain piece of goods, ten to one you will have no trouble in selling him something on your floor at a good fair profit.

MAKING USE OF THE MANUFACTURER'S ADS.

An exchange suggests that when you find an advertisement of a business device in a popular periodical, cut it out and paste it on a large white card. Underneath the cut-out write in plain letters something like this: "We sell these goods at the advertised price." Hang that up in the window while the magazine is in the hands of the people.

In this and in similar ways it is possible to get some of the results of the money spent in general advertising.

In order that you may know what the general advertisers are doing be prepared in advance for any such advertising campaigns as this; you ought to read your trade journals carefully, since practically every big advertising campaign is mentioned ahead of time in their pages.

There have been cases where flash-in-the-pan campaigns have been started and have resulted in loading up the dealers with unsalable goods. However, such instances are rare. They are rare because the advertisers who are taking these big single and double page spreads are not doing it experimentally. They have figured out what it is going to do for them. They have done this on their own account, and the magazine has done it for them because the high-class advertising medium of to-day does not want any advertisers who are likely to flash up and then die.

When you want to take advantage of the big advertising, if the advertisers do not write you asking you to help, write to them and ask them what they can do to help you help them.

Any reliable and responsible concern, when it is introducing a new article, is willing to help the retail-



No Carpenter would ever miss this ad., the original of which was 4¼ by 6¾.

ers a good deal, and, as a rule, it is willing to help by guaranteeing the sale of an initial order. That is, if the goods do not move as the result of their advertising, they will accept them in exchange for other goods for which there is already an established sale.

The manufacturers want the retailers to co-operate; but they do not expect the co-operation to be all one-sided. They are willing to do their share. If you as a merchant fail to get your portion of their help, it is largely your own fault.

RETAIL ADVERTISING AND SERVICE.

By J. C. Kirkwood

The retailer, like the manufacturer, must carry his own burden. Others will not carry it for him. Others do not carry it for him. He may stock to repletion advertised lines but this fact assures him no business expansion or multiplication of customers. If he would enlarge his annual turnover and increase the number of his customers he must be aggressive in his selling efforts. He must keep a clean bright store, give a



The original was 4" by 4" and was much clearer than the reproduction herewith shows, but it is still sufficiently clear to convey the idea the advertisers had in mind. It is a good special sale ad.

pleasant attentive helpful service, pay attention to the dressing of his windows, make his stock a concrete expression of the advertisement columns of the newspapers and magazines which his community is reading, and he must talk to and with his public through the medium of the local newspapers.

He owes it to the public whom he serves to let them know what is best for them and what he has for them, and he owes it to himself and his business to get all that he honestly can out of his community on the basis of service rendered.

The public will respond to beckoning hands and smiling lips and eyes; it passes by those who are mute and glum.

Selling is the hardest game the world is called upon to play. Production is comparatively easy. And the greatest need of the worlds of trade, commerce, and finance is salesmen.

Selling is more than advertising in newspapers and magazines. It is thinking and planning as well. Those who think sanely and deeply, who plan broadly and wisely, who work like hell and advertise, to use a classic phrase, are those who win the premier prizes.

BE YOUR OWN ADVERTISING MAN.

All of us know that if one does not understand the work, preparing advertising copy is drudgery despised.

And copy that comes hard sounds forced. It lacks the salt of enthusiasm. Too often it is so flat it fails.

Good copy is not a clever stringing together of high flown words, or spasms of grammatically correct rhetoric.

A man not knowing the meaning of rhetoric or the substance of grammer may write "good copy."

This is because he can be natural in his writing, has something to say, says it briefly and quits. It sounds like him.

His printer fixes the grammar, smooths the bumps and arranges the display. Such an ad brings results.

You can be your own advertising man. You can write good copy.

How?

Simply by being yourself.

Advertising is news. You have news for your trade —a special sale—a clearing—a large purchase.



A seasonable ad., well displayed. Original was 6½ by 6½.

You know the facts. If your trade knew them they would jump at the chance to buy!

Then tell your trade on paper what you would tell them if you made the verbal announcement in your store. As if you were telling your wife, as it were.

Someone else could tell that story in finer words; make a prettier ad.

That would be their ad, not yours. If it didn't sound like you, who would have real confidence in it?

Leave the technical troubles to the printer. Tell him to fix it up right. Consult with him.

Your ad will then have individuality, it will stand out, mean something.

Be your own advertising man. It's easy and it pays.

SIMONDS 1913 CALENDAR.

The Simonds Canada Saw Co., Limited, Montreal, Que., are sending to their customers a handsome calendar for 1913. It is attractively finished in colors and shows a carpenter of the old school testing the quality of a "Simonds."

Circular Letters—The Great Two-Cent Salesman for the Retailer

By C. M. Lemperly, Cleveland

It is some little time since I have addressed the readers of this splendid Canadian trade paper, and I have promised for some time past to contribute something. It is a pleasure to write for such a paper and to such a group of progressive retailers as must comprise the subscription list of the Canadian Hardware, Stove and Paint Journal.

My subject is Circular Letters. I do not mean nor shall I refer at all to the subject of dodgers or cheap circulars. I mean real personal letters, duplicated neatly and accurately and run off in quantities; then headed in on the correspondence typewriter with the man's name and address to match. If this work is properly done and there are many shops devoting their time to the proper mechanical execution of letters, then all that remains for you to do is to plan the sales talk of the letter, decide on the mailing list, what you want to push, then get busy.

Selecting the Subject.

First to be considered in planning the campaign is what you want to advertise or to feature in your letters. Perhaps your store has some unique methods, service, merchandise. If so, then make capital of such things in strong letters.

Of course most ads. and letters feature some one article at a seasonable time, which you may want to bolster up in a sales way or for which you think there would be a strong sale if it was properly advertised.

Having made up your mind just which article you will feature in your letters (and I recommend at least a three-letter series), then proceed to attack the most likely field by securing a responsible mailing list.

The Mailing List.

Most retailers build their own mailing lists locally, either from telephone directories or mercantile books. But if they want to extend their field, then there are many concerns making a specialty of handling and compiling mailing lists. These lists are sold nominally and are fairly accurate.

Now you have your plan in mind and you have a mailing list. What next? The actual writing of the letter.

Plan of Campaign.

One strong selling letter and two follow-ups generally do the business. Send the original letter out whenever you choose. Then follow it in 10 or 15 days with the second letter. Then in another 15 days follow it up with the third letter, each more forceful than the first. That pulls the prospect into line. One letter will not accomplish much. It takes two or three shots to kill many a fine bird.

You would not expect a trade paper advertisement to bring crowds to your store—just a one time ad. Then why expect a letter to? You must follow it up with other letters and let the prospect know you're after him and won't let up until he trades with you.

Ten Rules.

There are just about ten hard and fast rules to follow in writing a successful form letter. In preparing your first letter bear these in mind at all times. When the letter is finished, check it against these rules:—

1. Know what you are going to write about.
2. Get the viewpoint of the recipient.
3. Tell your story clearly, briefly and convincingly.
4. Talk "you" not "we."
5. Avoid extravagant phrases.
6. Know when to stop.
7. Don't revise too much.
8. Make your letter personal.
9. Be sincere, honest and straightforward.
10. Use good common sense.

Now it is not difficult to prepare strong circular or form letters when you have this formula to go by.

In my work I am called upon to prepare letter campaigns for hundreds of concerns in almost every line of business. I am also asked to criticize many campaigns.

I always have the above ten rules before me because in nearly every case the fault with the letters we write can be attributed to a failure to bear in mind some of these points.

There is no perfect letter writer. There never will be. But there are many men approaching perfection and who can consistently write letters that pull inquiries and orders.

Be Natural.

Most of us, in preparing form letters, become unnatural. Immediately we touch pen to paper, we lose our individuality and are afraid to shake off convention.

The successful ad. and letter writers of to-day forget that they are writing—they try to talk. If we would adopt conversational methods in our letters we would convince more people to buy our goods and patronize our stores.

Another common fault is boastfulness. We forget that our prospects are not so much interested in the great sales we are making or the things we are accomplishing, as they are in what our goods will do for them. How will our goods benefit them? How can they save money? How can they profit by purchasing from us?

The Letter That Gets Business.

The business of writing circular letters is a peculiar one. This is true because every man feels deep in his heart he can write a "darn" good letter. Many of us are fooled. We think we can, but tests don't measure up to our estimation of ourselves. Results alone count. We can prepare a beautiful letter, word it smoothly, make it a splendid specimen of the English language, but that does not necessarily mean the letter will get business. Some of the best pulling letters in the world are homely in their language but have something in them that rings true, that compels, that convinces, that magnetizes.

When properly used the circular letter at two cents, is the best salesman in the world. When improperly used it can be the worst salesman. It can even antagonize.

There are books on the subject, yes. But there is no book like experience and the successful letter writers of to-day have had their turn at the mill. "Discimus agere agendo" is a good motto—"We learn to do by doing."

Here's to the much praised and much abused circular letter. If you treat it right, it will turn your stock and be your best friend. All it wants is a little thought, a little attention, a little recognition.

Doing Business Under Company Name

"I am doing business under my own name and wish to change to a company style, but still retain the sole ownwership. What is the necessary formality?"

To the subscriber who asks this question the first piece of advice would be to consult a good lawyer. Such a step is not absolutely necessary, but to the ordinary business man who is generally busy it is well, for all it costs, to let a lawyer draw up the form for registration and attend to the registration of it. To make this article as practical and definite as possible, let it be supposed that the subscriber is Samuel Black, of Newmarket, Ont., and that he desires to continue his business under the style, "The Perfect Hardware Co."

When Mr. Black is ready to make the change he would go to his bank and explain the circumstances to the manager, who will then draw up a cheque for the balance at the credit of Samuel Black's account, which the latter will sign and deposit to a new account, headed "The Perfect Hardware Company." Thus the personal account will be closed out. Now, for proper authority to accept Samuel Black's signature on behalf of the Perfect Hardware Company the bank manager will require a simple document, signed as shown in Form A.

Newmarket, Jan. 2, 1912.

To the (Name of Branch) Bank of Canada:

I have opened an account with you in the name of The Perfect Hardware Company, under which name and style I am carrying on business. The said name has (or has not) been recorded in the Registry Office. The said Company is not an Incorporated Company, and I have no partner therein. I will be responsible for all Promissory Notes, Bills of Exchange, Cheques, and other documents made, drawn, accepted or endorsed by me, which purport to be the business of the Perfect Hardware Company.

Form A. (Signed) SAMUEL BLACK.

This done, business will go on as before, only under the new name. Frequently such a step is taken before the legal registration is attended to, and while the registering is not required immediately, the best plan is to get it done as soon as possible, and then it is out of the way. The legal form drawn up by the lawyer is quite short, and lacks any intricate descriptions or lengthy, technical expressions. It is illustrated in Form B.

Every form of this kind must be registered and filed within a definite time, which varies some in the different provinces, or the person implicated is liable to a penalty.

In Ontario a general partnership, under which heading such a case as this comes, must be filed at the County Registry Office, where business is carried on within six months from the date of commencing. The penalty for not registering is $100. The fee for registering a general partnership is 50 cents.

Province of Ontario, County of York, to wit:

I, Samuel Black, of the town of Newmarket, in the County of York, Merchant, do hereby certify.

1. That I have carried on and intend to carry on trade and business as Hardware Retailer at the town of Newmarket, in the County of York, under the name and style of Perfect Hardware Company.

2. That I have carried on business as aforesaid since the 10th day of October, A.D. One Thousand Nine Hundred and Eleven.

3. That I am the sole member of the said Perfect Hardware Company.

WITNESS my hand at Newmarket this 2nd day of January, A.D. One Thousand Nine Hundred and Twelve.

Form B. (Signature).....

In Manitoba the same requirements hold, except that the fee for filing is $1.00.

In British Columbia the general partnership must be registered within three months. The fee for filing is $1.00 for 200 words or under, and 20 cents for every additional 100 words.

In Alberta, Saskatchewan and Northwest Territories, registration must be made within six months, in the office of the registration clerk of the registration district for registration of chattel mortgages, in which the business is conducted. Fee for filing is 50 cents, and the penalty for not registering in the required time is $50.

In New Brunswick a general partnership must be registered before commencing business, the fee being 50 cents. The penalty for neglect is a fine of $60 and $10 per day for each day of such neglect, after notice to do so from any creditor or interested party, or the clerk of the peace where such notice should be filed.

In Nova Scotia the certificate should be filed in the office of the registrar of deeds within three months. The fee is 25 cents if not over 200 words. The penalty for neglect is not less than $20, and not more than $100.

In Quebec the declaration must be signed and certified before a notary public and filed with the prothonotary of the superior court of the district, and with the registrar of the county, in which the principal place of business is, within sixty days. Failure to comply incurs a penalty of $200. Fee for filing, 50 cents.

DRILLING HOLES IN GLASS.

It is often found desirable to drill holes in glass for the purpose of making hanging shelves, etc. This can be done very easily. Secure a square file and grind off the small end diagonally at an angle of about forty-five degrees. Grind from corner to corner so as to leave a diamond-shaped surface which will form a sharp point at the end. To use, place blunt end of file in an ordinary brace. Lay glass on a perfectly smooth surface, with a piece of cloth under spot where hole is to be bored. Take some soft putty and make a small ring on the glass where you want the hole and fill the cup-like place with turpentine. Proceed to drill the hole the same as you would in a piece of wood, only with less pressure. A nice clean-cut hole can be drilled in glass of any thickness in this manner.

A man who had traded horses with a Quaker went to him a few days later and said:

"You beat me in that trade."

"Well, what does thee want me to do? Does thee want me to trade back?" inquired Broadbrim.

"Oh, no; not at all. I just want you to lend me your hat a few days till I trade with somebody else."

Relation of Store Fittings to Business Success

The question of whether it pays to install expensive or even moderate priced store fixtures has always been a vexed one among retailers. The experience, however, of the leaders of different lines of business seems to indicate that up-to-date store fixtures are not an experiment but an actual necessity in present-day merchandising.

Dissipated Objections.

The old deep-rooted objections were really only two in number: 1st, that it was not advisable to lock up capital in expensive fixtures, and 2nd, that if a retail store was fitted up in an elaborate manner the poorer trade would not patronize it. Added to this was the general idea that it was only necessary to supply goods of high quality and give good service to catch and hold any class of trade.

The Up-to-date Competitor.

Taking the last supposition as correct, it only applies where there is no competition at all, as every retailer can supply the best goods and give prompt service, but the moment a competitor steps in and adds up-to-date fixtures that enable him to display his goods more attractively, sell them quicker and deliver them in better condition, then the bubble of "anything in the way of fixtures will do" is pricked.

There is also a psychological side to the question, which is that old fixtures and slipshod methods of storing and displaying goods tends to slipshod methods of business which means failure.

Old and Obsolete Methods.

The old open shelving and open box idea of storage and display with its attendant beauties of dust, dirt, damaged and old goods, has to give way to modern methods of storing and showing goods, which is the strongest opponent of the mail order business.

The Department Store's Friends.

The greatest friends the large department store mail order departments have are the poorly fitted stores throughout the smaller towns and villages, stores that always look down at the heel and behind the times with stocks that although of good quality look old and shop worn through lack of proper storage facilities and bright display methods.

This fact is everywhere exemplified by the exception to the rule, the town whose merchants are sufficiently enterprising to have bright, well-fitted stores, and in consequence the local townspeople boast that their town has the best stores east or west, as the case may be, of the nearest metropolis. It is especially exemplified in actual experience by the absence of truckloads of mail orders on the station platform, as is too often seen in the average Canadian town and village.

Nonsensical Objections.

The objection of an elaborate store, keeping away a certain trade has been proven to be nonsensical in every way. There is no class of trade more easily attracted to a store by display than the poorer trade, and if courteous treatment is shown them and they are made to feel welcome they appreciate the privilege of doing business in modern surroundings. The best evidences of this are given in possibly the two most widely dissimilar lines of business, banking and saloon keeping, both of which had that deep-rooted objection against elaborate fittings, and both having gone to the other extreme evidently find that trade does not diminish on account of such change.

Four Objects of Store Fixtures.

Modern store fixtures are designed with four objects, to attract trade, to store goods, to display goods and to assist in selling.

The first object is the answer to this objection. In this respect good fixtures help to bring prospective customers, courteous treatment, prompt service, good goods and reasonable prices make permanent customers.

Permanent customers with profitable sales mean a successful business which really explains the purport of this article.

The Cost of Fixtures.

The real objection to elaborate fixtures is the general idea that they are expensive and lock up too much capital. Even if this were true, the reasons given in the preceding paragraphs might put a different complexion on the question.

Store fixtures must be considered as an investment not as stock in trade and it is a general axiom that an investment must pay at least 6 per cent. Now the experience of store keepers who have installed modern fixtures is that their business has increased and that by means of improved facilities they were able to do the increased business at less expense, the net result being not only a return on the investment in fixtures but an increased profit on their whole business.

A Concrete Example.

To take a concrete example and an actual occurrence within the knowledge of the writer. A certain business in a small town had for years averaged $10,000 a year with the same competition, and on the advent of a new competitor, who fitted up a slightly better store, was stimulated into spending $700 on modern fittings. The results were startling as from $200 a week his sales rose to $300 within three months, and $400 within a year, and his net profits rose from $1,200 to $3,000, and yet all he had to realize in increased profits on his fixtures would be $42 to make his investment equal to the favorite mortgage.

Modern vs. Home-made Fixtures.

Leaving this point of the question aside, modern fixtures are not more expensive than the home-made article, and are certainly more desirable. The average merchant when fitting up a store for the first time in a small town places his contract with the local carpenter without a price or possibly gets a price on so many feet of counter and shelving and then changes his plans so often that the total price when finished is twice the original. He then gets the local painter to complete the job, and when finished he has a home-made fitting that looks the part and has probably cost him more than if he had gone to a first-class manufacturer of store fixtures who would have given him a comprehensive plan that would have made his store up-to-date.

Expensive Materials Not Necessary.

It is not necessary to use mahogany and gold-plated metal work. Birch or plain oak is as cheap as pine, but the average village carpenter neither has any nor can he work or finish it properly, and for almost the same price as a home-made counter or table, a neat

silent salesman case can be purchased from a fixture manufacturer that will be worth twice as much from an economical standpoint.

To sum up, a successful business depends on modern store fixtures equally as much as on close personal attention, high quality merchandise, reasonable prices and a good selling staff, because merchandise properly stored and displayed is half sold, and means the elimination of loss from shop worn and damaged goods. Goods half sold mean that the same staff can sell twice the amount at the same expense, which means reasonable prices, and last, but not least, modern fixtures mean more customers, which, in turn, means more profit, the summum bonum of a successful business.

MAKING RETAIL ADVERTISING EFFECTIVE.

"When a retail merchant approaches the subject of advertising," said a well-known publicity man recently, "he is generally obsessed with the idea that the whole matter is worthy of little time, no planning and less thought." Judging alone by the terrible examples and labored attempts of a large percentage of retail merchants who advertise, the estimate of this writer is quite correct. But, on the other hand, it must be admitted there are those among the retailers who give a great deal of time and attention to their advertising and who regard it not alone as a means to an end, but as an essential and principal part of their daily business as well.

Advertising, whether it be that conducted by the smallest retailer or the largest producer in the country, is not a "hit or miss" game, but an absolute science, depending upon certain definite factors. If it be approached with that understanding in mind it is quite likely that those who now devote little or no thought to their advertising will begin to regard it in a very different light.

It has been rightly said that it is not the amount of copy that gets printed in an advertisement that counts, but the amount that gets read, and if an advertiser keeps this in mind he will be sure to give considerable attention to the matter of the lay-out of his advertisements. A number of facts stuck together to fill up a certain amount of space may or may not get read, and the chances are greatly in favor of their not getting read. On the other hand, if several simple statements, containing the entire "meat" of the advertisement, are cleverly arranged and laid out, that advertisement will attract attention, and if the statements contained in it are interesting, they will be read and thought on carefully.

Arrangement, then, is one of the most essential factors of a good advertisement. The type must be of simple design, clear cut in appearance, legible and withal attractive when printed. And moreover, the text matter, if used with illustrations, must not be cut up so that it is difficult to read or so that the effect given is that of a jumbled mass of words and pictures.

In seeking to get the best out of their advertising, many advertisers make a rough sketch of their "ad," laying it out carefully in detail before writing a single word of the text. By this procedure a merchant is better able to allot correct space to the different statements he has in mind, and can figure out where the illustrations should be placed to be most effective. Then, too, when he comes to write his copy he will know just how much to compose, and can condense it to suit his needs.

There are many advertisers who make use of borders in all their advertisements claiming that such ornamentation attracts the attention of the readers, and an advertisement that might otherwise be passed over, gets read. They spend more money and devote more time to obtaining satisfactory borders and illustrations for their copy than they do in writing the mere advertisement itself. Of course, it is quite obvious that a well-designed and laid out advertisement, garnished with carefully executed illustrations, does attract the attention of a reader, and if the text of the advertisement has more than passing interest, it will help hold the attention thus attracted.

Imitation has been called the sincerest form of flattery, but when a retail merchant imitates, in a more or less flagrant manner the style of advertising adopted by his competitor, he is doing himself and his store an unnecessary harm. While the copy and its conjunctive layout may be very well when used by his competitor, the imitating merchant must remember that the point of view behind the original ad is not his, and that, the important part of it all, he cannot simulate. His attempts at imitation will be forced, lifeless and uninteresting. If a merchant must advertise, let him be original.

EXPEDITING DELIVERY OF GOODS.

During the few days previous to Christmas, when the store is open evenings, it is considered an excellent plan to advertise special offerings for men, or items that men would be most likely to purchase, at a specially reduced price between the hours of, say, six to ten p.m. This will have the effect of attracting a greater number of men to the department, many of whom will be accompanied by women, which will, naturally, swell sales.

Small parcels are quite a nuisance to the delivery department during a rush season, and it would be wise for the salespeople and the store to encourage customers as far as possible to take small parcels with them. A placard suggestion that appears to be very good in this connection is the following: "Small parcels in a large wagon are frequently lost or mislaid. Please take them with you."

THE CARPENTER'S SAW.

The saw, writes Charles Wicksteed, in the Engineering Review, is one of the very earliest tools known to have been used, and is in fact the earliest tool that has been traced in Egyptian history. It was found first in the form of a notched bronze knife in the third dynasty, or about 5,000 years B.C., and was followed by larger toothed saws in the fourth to fifth dynasties, which were used by carpenters; but there are no dated specimens until the seventh century B.C., when the Assyrians used iron saws. The first knives on record were made out of flint, and were in fact saws with minute teeth. They must have been used for cutting up animals, as the teeth would break away even on soft wood. Rasps, which are but a form of a saw, were first made of sheets of bronze punched and coiled round, but the Assyrians in the seventh century used the straight rasp made of iron exactly like the modern type. Coming down to modern times, the saw is possibly used more than any other tool. It has taken three distinct forms, both for the working of wood and metal; the straight saw, which is simply a development of the first toothed knife, the band saw, and the circular saw.

Exhibitors at Hardware Convention

The following is a partial list of the manufacturers who will make displays at Hamilton during the hardware convention, Feb. 17 to 21, some firms using 3 or 4 booths:—

E. C. Atkins & Co., Ltd., Hamilton, Ont.
Pease Foundry Co., Ltd., Toronto, Ont.
Boeckh Bros. Co., Ltd., Toronto, Ont.
Taylor-Forbes Co., Ltd., Guelph, Ont.
Jas. Stewart Mfg. Co., Ltd., Woodstock, Ont.
Gutta Percha & Rubber Mfg. Co., Toronto, Ont.
Canadian Yale & Towne, Ltd., St. Catharines, Ont.
Brantford Roofing Co., Ltd., Brantford, Ont.
Canadian H. W. Johns-Manville Co., Ltd., Toronto, Ont.
Goldie & McCulloch Co., Ltd., Galt, Ont.
Hall Zyrd Foundry Co., Ltd., Hespeler, Ont.
Cummer-Dowswell, Ltd., Hamilton, Ont.
Pinchin-Johnson & Co., Ltd., Toronto, Ont.
International Varnish Co., Ltd., Toronto, Ont.
Dunlop Tire & Rubber Goods Co., Toronto, Ont.
Onward Mfg. Co., Berlin, Ont.
Benjamin Moore & Co., Ltd., West Toronto, Ont.
S. F. Bowser & Co., Ltd., Toronto, Ont.
McClary Mfg. Co., Ltd., London, Ont.
Gillette Safety Razor Co., Montreal, Que.
Russel Motor Car Co., Ltd., West Toronto, Ont.
Ontario Lantern & Lamp Co., Ltd., Hamilton, Ont.
Glidden Varnish Co., Toronto, Ont.
Lufkin Rule Co., Ltd., Windsor, Ont.
Stratford Mfg. Co., Ltd., Stratford, Ont.
Sherwin-Williams Co. of Canada, Ltd., Toronto, Ont.
Dominion Register Co., Ltd., Toronto.
Canadian Potato Machinery Co., Ltd., Galt, Ont.
Clare Bros. Co., Ltd., Preston, Ont.
Geo. C. Kaitting & Son, Galt, Ont.
Canadian Tap & Die Co., Ltd., Galt, Ont.
Tobin Arms Mfg. Co., Ltd., Woodstock, Ont.
Hamilton Stove & Heater Co., Ltd., Hamilton, Ont.
Canadian Shovel & Tool Co., Ltd., Hamilton, Ont.
David Maxwell & Sons, St. Marys, Ont.
Canada Paint Co., Ltd., Toronto, Ont.
Moffat Stove Co., Weston, Ont.
Lowe Bros., Limited, Toronto, Ont.
John Morrow Screw, Limited, Ingersoll, Ont.
Canadian Heating & Ventilating Co., Ltd., Owen Sound, Ont.
Oneida Community Co., Niagara Falls, Ont.
Ware Manufacturing Co., Ltd., Oakville, Ont.
B. Greening Wire Co., Ltd., Hamilton, Ont.
Auto Strop Safety Razor Co., Ltd., Toronto, Ont.
Dennis Wire & Iron Works Co., Ltd., London, Ont.
The Steel Company of Canada, Hamilton, Ont.
J. H. Connor & Son, Ltd., Ottawa, Ont.
H. B. Misener, 29 Tyndall Ave., Toronto, Ont.
Gurney Foundry Co., Ltd., Toronto, Ont.
Northern Aluminum Co., Ltd., Toronto, Ont.
D. Moore & Co., Hamilton, Ont.
Shurly-Dietrich Co., Ltd., Galt, Ont.
F. W. Bird & Son, Hamilton, Ont.
Williams Chemical Co., Russell, Ont.
Tallman Metal & Brass Co., Hamilton, Ont.
Dominion Cartridge Co., Montreal, Que.
Pratt & Lambert, Bridgeburg, Ont.
One Minute Washing Machine Co., Toronto, Ont.
Acme Manufacturing Co., Montreal, Que.
E. T. Wright & Co., Hamilton Ont.

A NOVEL ACTION.

Rice Lewis & Son, Limited, Toronto, were defendants in a novel action for damages in a Toronto court. A farmer living north of Toronto purchased from them a box of 38 rifle cartridges, in which, he alleges, was a 38 Smith & Wesson revolver cartridge. The plaintiff stated that when he bought the box it was sealed, and that he did not break the seal until he reached the woods where he was going to shoot. He loaded the magazine of his rifle, and the smaller cartridge went in with some others. After firing some shots, the revolver cartridge came out of the magazine into the chamber. When he closed the bolt, the revolver cartridge, being smaller than that used for a rifle, slid down part way into the chamber so that when he snapped the hammer it did not explode at all, but stayed in the chamber when he threw the lever down. When he operated the action of the gun to bring another cartridge into the chamber, it only went in part way, as the chamber was partly filled with the revolver cartridge. As a result, the cartridge exploded while he was trying to force it into the chamber and his face and hands were burned.

Rice Lewis & Son, Limited, claimed that they were in no way responsible as they bought the goods from the manufacturer in all good faith and with the understanding that they were all they should be. When the case came before a jury, the latter gave damages to the plaintiff to the amount of $500. The defendants immediately raised protest, with the result that the judge over-ruled the verdict on the grounds that the law on the subject, as brought out at the trial, was not clear, and that he would order a thorough investigation into the question.

The case will come up some time in the near future.

CARTAGE CHARGES ON "SMALLS."

New cartage tariffs of fifty cents per ton and fifteen cents for packages known as "smalls" were recently fixed by the Railway Commission at the conclusion of the hearing of the application of the railways to issue increased tariffs of sixty cents per ton and twenty cents for smalls at Toronto, Hamilton and Montreal, and fifty cents per ton and fifteen cents for smalls at other points. The shippers made a compromise offer of forty cents on some classes and forthy-five cents on others of freight and fifttten cents for smalls, so the decision splits the difference.

BRITISH HARDWARE EXPORTS.

The year 1912 was a record one in quantity of British hardware produced and in amount of exports. Hardware is a characteristic trade of the Birmingham district, where perhaps 70 per cent. of the hardware of British origin is manufactured. For the first 10 months of 1912 the total value of exports was $11,400,000, and total weight 46,500 tons, increases respectively of $1,059,500 and $1,653,505 in value and 2,790 and 3,240 tons in weight over 1911 and 1910. To India, Australia, South Africa, Brazil, New Zealand, Canada, Argentina, France, and Belgium the value of exports of hardware shows large increases. Germany alone shows a slight decrease, but the German demand is remarkably steady and certain.

HE WOULDN'T CHANGE HIS COPY.

The merchant wrote a little ad.
And put it in the "Shriek,"
And there it stood day after day,
And each succeeding week.

It told about his heating stoves,
He wrote it when the snow was piled
Upon the frozen earth
As high as it would go,
And in the sizzling August days.
When in the towns and groves
The people fried and sweated blood
They read about his stoves.

Years wore on,
The babes were born,
And grown up folks were pinched,
Some men were to the senate sent
And other men were lynched.
And some were wed,
And some divorced,
And some were boiled in oil,
And some were loafing in the shade,
While others tilled the soil.

And some were on the briny seas,
A-hunting treasure troves,
And still that doggone foolish ad.
Referred to heating stoves.

The type wore out,
The printer went to get another ad.;
"I tried that graft," the merchant said,
"And found it very bad.
No, advertising doesn't pay,
Go chase yourself, my cove,
I tried your sheet for seven years
And never sold a stove."—Walt Mason.

A FINE HARDWARE STORE.

The two illustrations herewith given show the exterior and part of the interior of the hardware store of A. E. Alexander & Son, Campbellton, N.B. The store is one



Exterior of the fine store of A. E. Alexander & Son, hardware dealers, Campbellton, N.B.

of the buildings which rose from the ashes of the conflagration of 1910. The foundations were laid in 1911, and the firm moved into the store in March of 1912.

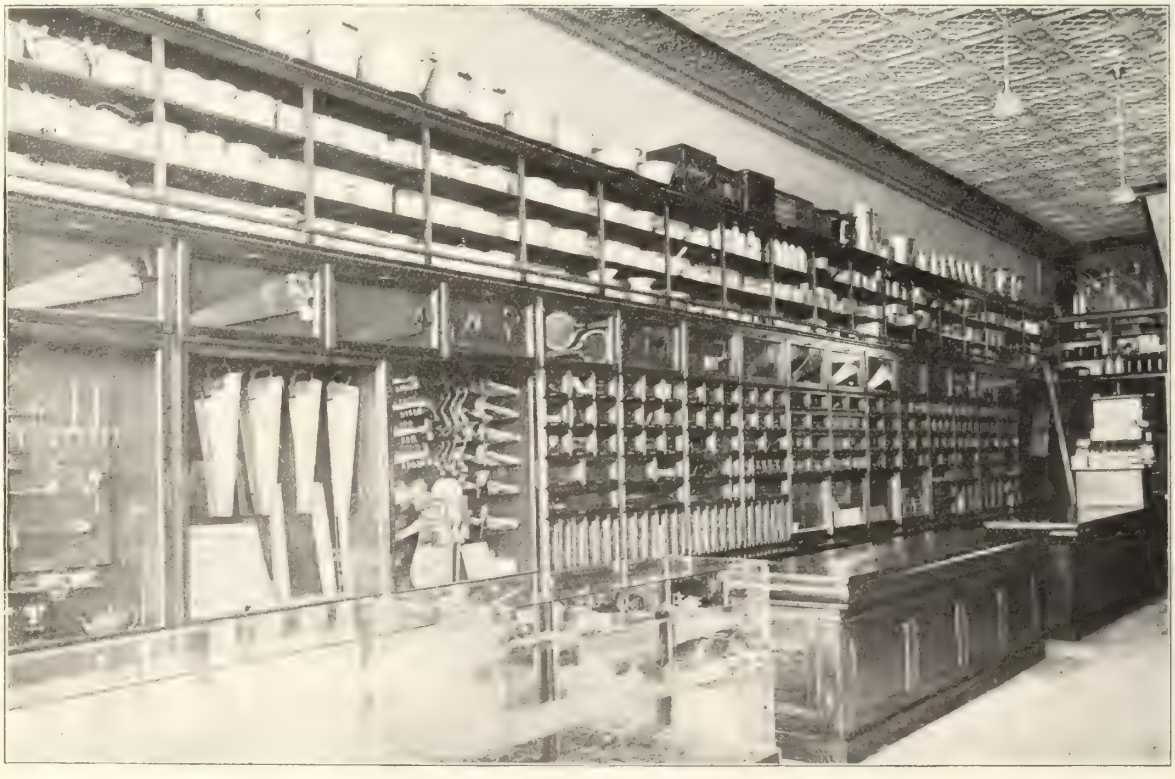
That the store is one which the firm may well feel proud is quite evident from what one can gather from the illustrations.

A. E. Alexander started a lumber and general store, and conducted same until 1903, when the lumber business was sold and the store continued as a hardware business exclusively under the name of A. E. Alexander & Son. In 1909 our senior died, and the business was continued by the son, Chas. A. under the same name as before.

The firm carry a general line of hardware, stoves, ranges, silverware, electrical goods and crockery and glassware.

The Canton Cutlery Co., Canton, Ohio, have issued their consumers' catalogue of photo cutlery and fountain pens and emblems. Several styles of knives are shown, and the scenes on each are in keeping with style of knife, such as a pruning knife bears a reproduction of fruit scenes; the mechanic's knife has a photo of an automobile or a motor; a grade they call the "Pioneer" shows a picture of a steer's head, a cowboy and a ranch scene; while a knife for the man in the office has two or three scenes of office life. A feature of this firm's work is reproducing portraits on a knife, and any person sending a photo will have same brought out on any class of knife they order. Hardware dealers may secure a copy of this booklet free.

When a man is really sick and must stay home, we should be sorry for him, but when he simply plays off sick to get a day out, it is time for those who may be depending on him for their welfare to begin being sorry for themselves.



A section of the interior of the hardware store of A. E. Alexander & Son, Campbellton, N.B. Note the exceedingly fine fixtures for the display of goods the product of the Walker Bin and Store Fixtures Co.

Profits in Sheet Metal Products

Hardware dealers and sheet metal workers are the logical retail merchants for standard sheet metal products such as steel ceiling, roofing, ridge roll, conductor pipe, eaves trough, black and galvanized sheets, tin plate and kindred building specialties such as metal lath and various sheet materials for reinforced concrete construction.

Many dealers, according to Hardware Trade, who formerly carried in stock quantities of steel roofing, eaves trough, conductor pipe, etc., have been disheartened because of the disregard of quality and good trade ethics by a few short-sighted firms. The sellers of this line of material have learned a lesson and conditions are now more favorable for the handling and stocking of a good line of sheet metal products because even the firms that caused this unsatisfactory trade condition are realizing their mistake and endeavoring to get back to legitimate trade channels for the marketing of their products.

Near Delhi, India, stands an iron monument older than written history yet in excellent state of preservation. It has been referred to as an example of the service that may be had from carefully and properly made iron products. Dealers can secure sheet metal products that are properly made and at moderate cost which will give satisfactory service and win confidence. The production of sheet metal products that give the service of old time irons and possess splendid working qualities has opened a new field of possibilities for the middlemen who will profit by selling these desirable products that fit in with their other lines.

Important Features.

There are several important features that must be considered in the production of a good material that will give the desired service yet remain within the range of moderate cost. The raw material must be carefully selected and the purity considered, but the sheet metal which gives service must be properly made so that the elements are evenly distributed to avoid electro-chemical action which produces corrosion. Sheet metal in addition to being manufactured from good raw material and produced with modern care and equipment requires proper heat treatment to insure an even structure that will relieve the stress (strain) resulting in the process of manufacture of sheet material.

Every dealer who handles sheet metal products or kindred lines should understand that any product made from an iron ore base will rust, but rust on a properly made sheet metal is evenly distributed over the exposed surface and acts as a protective coating rather than a dangerous disintegrating influence.

The cheap, light-weight sheet metal products that have done much to injure the trade and destroy confidence in this class of material possess a high percentage of phosphorous, carbon, maganese and sulphur. These elements are called impurities though they serve a purpose in iron and steel when used in the proper quantity and evenly distributed so that electri-chemical action will not occur between the points where these elements are bunched and produce pitting.

Corrosion.

The destructive action in improperly made iron and steel products to-day is not rust but corrosion, that is pitting, or destruction at the points where the impurities are bunched. The success a dealer will have in building up a good sheet metal trade and increasing it from year to year will depend on his selection of the right kind of sheet metal products.

Regardless of past experience with sheet metal work, every dealer owes it to himself and those dependent on him to broaden his range of possible operation which will increase his business. Do not forget the necessity of guarding carefully the buying end of the business, because it is essential that a dealer give his customers value for their money to retain patronage and increase trade.

Sheet metal products can be properly made to resist the atmospheric conditions of actual service and these are the ones that will make a lean business profitable, a disheartened dealer courageous, and fit him to grasp the opportunities within his reach by getting and holding trade in his territory which would otherwise go to the slater, tile roofer or the concrete worker.

DAVIDSON'S TRAVELLERS ENJOY THEMSELVES

The directors of the Thos. Davidson Manufacturing Co., Ltd., entertained their travelling staff in a very enjoyable manner on December 27, the first portion of the evening being devoted to a theatre party, from whence the Knights of the Grip were taken to The Canada Club where supper was served.

Edward Goodwill presided, while the vice chair was occupied by J. H. Davidson. After all had done full justice to the excellent menu provided, the chairman proposed the health of the King, which was loyally honored.

Mr. Goodwill, in proposing the health of J. N. Young (one of the senior travellers), voiced the regret of the firm in losing the services of such an efficient member of the staff, and echoed the sentiment of all present in wishing him every success in his new sphere of work.

W. H. Morgan referred to the increase of business handled in Ontario, and proposed the health of R. C. Warminton, manager of the Toronto branch.

T. R. Davidson proposed the health of Mr. Goodwill, under whose jurisdiction the travellers were enabled to make such a creditable showing.

A. J. Brown referred to the growth of trade in Manitoba and the West, and proposed the health of J. T. Webb, the Winnipeg manager and his assistants, which, in the unavoidable absence of Mr. Webb, was heartily honored.

J. N. Young proposed the health of Thos. Goodwill, the secretary-treasurer.

J. Williams, factory superintendent, made a few interesting remarks from the manufacturing standpoint, and proposed the health of the president and directors, which was enthusiastically drunk.

In addition to those who were called upon to reply to toasts, the following added their quota to the evening's enjoyment: Messrs. J. N. Warminton, A. C. Rogers, J. McLellan, J. H. Davidson, W. F. Hoar, Carl Davidson, R. B. Gray, J. H. K. Mack and J. H. Boulet.

The gathering closed with the singing of Auld Lang Syne and the National Anthem.

May money come in as fast as your merchandise goes out. May your successes submerge your failures. And may there be more blue than cloud in your sky. This is our wish to the readers of The Hardware, Stove & Paint Journal for 1913.

Stoves and Housefurnishings

SELLING STOVES ON CREDIT.

Every hardware retailer who does a strictly cash business, has at some time or other felt a pang of regret that he has been forced to refuse credit on a stove, especially to a person who has been a regular customer or to a person he knows to be absolutely good. Many dealers who do an otherwise wholly cash business will grant credit on the sale of a range, but there are others who will absolutely refuse to do so. Of course, local conditions alter cases, but is it reasonable, and profitable, for a dealer to refuse a man whom he knows to be thoroughly reliable, simply because he has adopted the "No Credit" policy and does not want to break it? Will it pay him in the end?

The purchase of a stove means a lot to some people. An outlay of $45 or $50 all at once is more than they can stand. They know their hardware dealer does a cash business and for this reason hesitate to ask credit and here is where the installment house man gets his business. Supposing a man went to a hardware store at which he had been dealing for some time, explained to the dealer he needed a range, but did not have sufficient cash to pay for it at once. If he promised to make a good deposit and to make regular payments until the debt was wiped out, if the dealer refused, do you think he would get any more of that man's trade? It's not likely. That man will go to an installment house for his range and buy his hardware needs of some other retailer. And this all because the dealer has been "bughouse" on **principle**. It is altogether likely he knew the customer would pay every nickel of the cost of the stove but refused because he probably thought some opposition man would chide him on his **principle.**

Field for Additional Business.

The weekly payment man is not afraid to trust a man, and makes great inroads in the hardware dealer's profits. Of course he inquires thoroughly into a credit-seeker's character and position, and if these look good, takes the chance. And why shouldn't he?

A large portion of the business of the world is done on credit, and some men find most of their business among people whom other tradesmen will not trust and yet they collect their money and make good profits. To do the stove business that should be done in any community the stove dealer must get his buyer interested and must learn from him and his friends something of the man's character, and in most instances when the disposition to do favors is shown confidences are exchanged and then the arrangement for payments can be agreed upon, written out and a copy given to the customer. When such a course is pursued the matter of collection loses most of its difficulties.

Giving Customer Copy of Agreement.

If it is the sensible custom for a man doing a large business who has to give notes, to keep a record of when they must be paid, it certainly is a good thing to give a customer a copy of his agreement as to time of payment. It gives him a sense of responsibility when he knows that the dealer has a copy and cannot forget that money is due to be paid. It reminds him to set aside money to meet the payments and it affords opportunity to give a friendly admonishment in case of failure to keep the agreement.

Importance of Rendering Bills Promptly

The eagerness to make a sale should never allow the deal to be completed without a time being set for payment of the bill. All bills should be sent as soon as the goods are delivered or the work is done. Many customers not only expect the bill but want it and have arranged to pay it promptly. If the bill is a long time coming it may arrive after the money that was set aside to pay it has been used for some other purpose and other provision to pay it must be made, and probably some additional time required. This is as exasperating to the customer as to the merchant and it never occurs when a business is conducted properly.

Credit will enlarge a business and when judiciously extended will help a community, but it carries a responsibility to prevent it being abused both by allowing a buyer to overload himself beyond his ability to pay and urging a customer to go in debt for things for which he cannot see his way clear to pay. The stove dealer who would increase his business needs to assume a guardianship over those to whom credit is given and by this means delays and defalcation will be avoided. Hunt the man who needs a stove, study his habits and discover his character, and if he is worthy he will make no trouble for the collector.

STOVES AND TURKEYS.

For ten days, starting December 13th, A. Welch & Son, stove merchants, Toronto, conducted a special stove sale. The firm advertised in all the city dailies that to each person who purchased a stove from $35 up, during the 10 days of the sale, they would deliver free, one turkey. Starting on the 13th, the offer was brought to a close the day before Christmas, and the birds were delivered Christmas Eve.

To further advertise the sale, a pen, consisting of pickets at the sides and wire on top, was built in the centre of the firm's large window and four or five live turkeys were left to strut around and scratch on the sawdust-covered floor. This attracted much attention and the sidewalk in front of the store was crowded day and night with interested spectators.

The top of the pen was littered with cotton batting, giving the apearance of snow, and the background consisted of a winter scene painted on canvas. This gave the display a decided holiday appearance.

This was the first scheme of its kind ever tried by Welch & Son, and Mr. Welch, Sr., was highly pleased with the results obtained. Speaking of the affair, he said: "Undoubtedly it paid us. During the time the offer was on, our sales ranged from 17 to 23 per day. A turkey was not given with each one of these, however, the offer being on a certain make. I think this was remarkable for the season of the year. The stove

business usually falls off at Xmas time. People need their money for gifts and other purposes. However, when people get something for nothing, they consider a proposition."

The turkeys given away were bought in large quantities in the country and a fairly low price was obtained. The birds weighed from 10 to 15 pounds each. The birds were picked out as they came, and in giving them away no discrimination was shown, i.e., a person who bought a $50 stove was not given a heavier one than one who only paid $35. If he did, it was not intentional.

This scheme offers suggestions for stunts along similar lines. Where something is offered free, attention is always aroused and sales are sure to result.

HEATING RURAL SCHOOLHOUSES.

The first rural schoolhouses were made of logs. Each was heated by means of a large fireplace at one end of the building, says a writer in an exchange. Into this fireplace was brushed the dust and dirt, and up its great chimney continuously passed a stream of air. When the fireplace gave way to the box-heater the dust and filth was left to accumulate on, under and around the stove, and the ventilation was interfered with by checking the free outgoing current of air. Improved methods of constructing houses have worked to stop the in-take of air around windows and doors. Thus children are left to breathe over and over again a box of polluted air.

The whole situation in any one-room schoolhouse can be permanently changed for a trifle. A jacketed stove and outfit solves the problem of fresh air and equal heating, and it can be made and installed anywhere by a capable tinsmith. The outfit is cheap, easy to run and saving of fuel. The apparatus consists of a stove—the one already in use will do—a galvanized iron jacket, an inlet pipe and an outlet pipe.

The plan is to bring fresh air from outdoors through the flue under the floor, pass it over the stove inside the jacket, and out into the room. At the same time heat from the stovepipe lifts the air in the ventilating flue.

The inlet flue can be a large tin or galvanized pipe or even a wooden box built onto the floor. It should be screened outside, and run far enough up the building so that the opening will not be covered with snow.

The purpose of the jacket is to create a strong draft of fresh air and prevent direct radiation. The jacket has a cover and both cover and sides are perforated with large holes. These cause the air from the jacket to mix with the cooler air in the upper part of the room, and so prevent the hot air rising in a scorching blast.

There is no problem in construction that any intelligent workman will not be able to work out. No part of the apparatus is patented. A few pounds of metal and a few days' labor cover the cost of the apparatus. It is safe to say that the comfort and well-being of the little flock who gather around it will justify the scanty outlay.

KEEPING UP INTEREST IN STOVES.

While it is true that the bulk of the stove business has been done for this season, this is no reason why interest in the department should be dropped altogether. There are always some people who want a stove, no matter what the season. Even in the middle of summer, one may be wanted by people who are not so fortunate as to have gas in their house. Just about this season there is a good trade to be done with people who did not buy a stove during the regular season, thinking the one they had would last them for another year. It may be that their calculations went wrong and they now find that the range has "gone to pieces." If it is beyond repair, they surely must need a new one. Then, too, there are some people who do not buy when the rush is on, thinking there will be bargain sales at the tail end of the season, of which they can take advantage.

Keep the department in good condition, the stock looking fresh and up-to-date, so that when you have a prospective customer, you will not have to take her to a stock covered with dust and not looking its best. A stove is a thing that sells more from looks than anything else. Of course, it has to be able to do the work for which it is intended, but all makers of stoves who have built up a big reputation know that their line must look nice and they combine neat trimmings with the good working qualities of the stove they turn out. If the dealer allows the nickel trimmings on a stove to show signs of wear, the woman who desires her kitchen to look nice will pass it by.

Do not be afraid to put in a window display of stoves and kitchen utensils at this season. If you have the idea that such a move would be unseasonable, get rid of it. A good display can be made up to embrace a stove, kitchen cabinet, cooking tools and, in general, make it a model kitchen. The results will justify it. An advertisement in your regular advertising space will serve to draw attention to it.

Even if you do not put in a window display of stoves and push their sale to any extent, do not fail to gather prospects for next season's trade. There are many other ways by which you can gather names for your mailing list and these names will prove to be of great value before long. Watch the marriage notices. One dealer who always makes it a point to do this, says that 75 per cent. of his stove trade comes from "newlyweds." When he gets their names, he makes a call in person or, if he is very busy, sends a letter and calls attention to the line he is carrying. If the people are not in need of a range at that time, he finds out when they will require one, makes an entry in a book he keeps for that purpose and gets after them when the time comes.

CHANGES IN McCLARY'S STAFF.

The annual meeting of the branch managers of the McClary Manufacturing Company was held recently and the following staff changes authorized:—

W. R. Turner is transferred from the Winnipeg to the Toronto branch; J. B. Gilmour, W. Graham, Frank Judd, A. K. McKinven and Thos. Patterson from the London branch to the Winnipeg branch; G. B. Moll and C. H. Trelford, from Hamilton to Winnipeg; Miss Nellie Moule goes from London to Calgary.

James Stewart is promoted to the cashier's desk in place of Mr. Graham, in the London branch. Wm. Hayden becomes paymaster.

The changes went into effect on January 1.

The salesman who does not know the "ins and outs" of a stove can scarcely know how to sell it.

FURNACES

FURNACE INSTALLERS ADVANCE PRICES.

The members of the Furnace Men's Association of Toronto have decided to advance prices for all installations and regular work in connection therewith 15 per cent. This is, of course, following an advance of 10 per cent. in the price by the manufacturers a few weeks ago. The installation men have not only to face this 10 per cent. advance, but there is also the increase in cost of labor and material to be taken into consideration. A further factor in inducing them to make the 15 per cent. increase is the expectation that in a very short time another advance will be put into force by the manufacturers. They consider it, therefore, better policy to make their advance in one jump, instead of following with another when the anticipated advance on the part of the manufacturers takes place.

About 75 per cent. of the furnace dealers in Toronto are understood to have decided upon making this advance of 15 per cent.

The association which the installation men formed in April last has already justified its existence. The main purpose of this organization was the betterment of trade conditions. This meant not only better prices but better work. On this latter proposal a great deal of good work has been done. Papers have been read and addresses given with a view to inducing dealers to put in not only a better class of furnaces but to perform a better class of work. The result of this is already in evidence.

Here and there in the furnace installation trade there have been men who seemed to think that as long as they made wages out of a job they were doing handsomely. At any rate, they were satisfied. Such a thing as considering returns on capital investment was foreign to their thought. The educational work which the association is doing is gradually disabusing their minds of the fallacy of this theory.

The cheap and slipshod work which has obtained too much in the past has naturally been injurious to the hot air furnace trade. With the practice of better installation methods, the trade will naturally in time come to its own.

FURNACE CONDITIONS IN UNITED STATES.

For many years past, American Artisan has annually gotten out an issue dealing specially with furnaces and the furnace industry. In connection with this, letters are sent to furnace manufacturers and retail dealers all over the country, asking for information on various subjects relative to the industry, and the replies received are interesting.

One of the questions asked manufacturers was whether furnace sales in 1912 had increased. In all cases but two or three, the replies were in the affirmative. Some stated that their outputs had increased as high as 50 per cent., while others did not show so big a gain. The figures showed an average gain of from 10 to 20 per cent. This is good and shows that the business on the whole North American continent is in excellent condition. The situation in Canada was never better, and if building operations keep up, 1913 will whip 1912 all ways.

A pleasing feature shown is the fact that defective furnace installation is decreasing. Retail dealers have come to realize the evils that result from work poorly done and are getting together to raise the standard of efficiency. There are still some, however, who, in order to secure a contract, will quote a low price and then skimp the job. This is having a serious effect and, wherever done, is hurting the trade considerably. A big complaint manufacturers have to make is against retailers installing furnaces too small to do the work required of them. This hurts both manufacturer and dealer, but the former is doing all he can to alleviate the evil.

In answer to a question as to whether or not better grade furnaces were in demand, the concensus of opinion was that the public demanded a first-class article and that steel furnaces had a slight preference over the cast variety.

The question was asked, "In what way would you suggest that manufacturers can help retailers increase furnace sales?" Most answers stated that more advertising matter was necessary, but the big point, as put by one dealer, was that furnace manufacturers should have more efficient salesmen—men who understand their line thoroughly and who can assist the dealer in making sales. These men could superintend the installation of a furnace or furnish plans to a dealer who could not be conveniently reached.

The question of using steel radiators with cast iron for other parts met with most divided opinions. The replies indicated that manufacturers either have most divided opinions upon the subject or did not care to answer. Many would not answer. Those opposed offered the different ratios of expansion and contraction as their objection.

Most manufacturers concurred in the opinion that the depreciation of a furnace is from five to ten per cent. annually, making the life of a furnace from 10 to 20 years.

Manufacturers were asked whether or not it was advisable to use fire clay in fireboxes and the replies varied, according to the methods adopted by the different makers who replied. Naturally, those who used fire clay advocated its use, while non-users were against it.

In reply to a question, "Are smaller size furnaces being substituted for heating stoves to any extent?" the opinion was almost unanimous that they were, and it was freely expressed that the coming year would see this substitution even more in evidence than in 1912. Many stove companies in the States are now entering the warm air field, which proves the increased popularity of the furnace.

It was pointed out that warm air furnaces are holding their own despite the strong competition of steam heating and hot water heating. It is said that a larger percentage of gain has been made over the steam and hot water heating than has been accomplished for 10 years.

Optimism was the keynote in reply to a question regarding prospects for business in 1913. The enormous crops and the fact that there is a tremendous amount of building going on seems to indicate that furnace manufacturers will have greatly increased sales this year. The same thing can be said regarding the Canadian situation. All makers are booked far in advance and 1913 promises to be the biggest year in the history of the business.

Paint and Varnish Trades

PUSHING PAINT SALES IN WINTER.

Some hardware dealers seem to get the impression that just as soon as the air becomes a little chilly and the downy white flakes begin to float through the air, business, so far as the paint department is concerned, is practically at a standstill. This is not true and the wide-awake retailer will find he can do an excellent business among farmers on paints and paint specialties. This is the only time of year the farmer has a chance to get work of this kind done. As soon as the weather opens up in the spring, he has to get out on the land. During the summer the crops have to be cultivated, then comes harvesting, followed by threshing and fall plowing. This leaves only the late fall and winter in which to do the chores around the farm.

While it is true that on account of the cold weather no painting can be done on houses, fences or barns, how about brightening up the waggons, the mower and other implements? Any farmer knows that it is not too uncomfortable to work around in the barn even in the middle of winter. He may have to wear a heavy coat and mits, but these need not impair his ability to paint. He'd have to don these no matter where he was working, unless it was in the kitchen beside the range.

What are you doing to get after this trade? The reason the farmer does not paint up more during the winter months is because he does not know the saving qualities of a coat of good paint and because the hardware dealer does not think it worth while to point out to him the life that will be added to a waggon or implement that is kept well brightened with paint.

A man who farms on a big scale, writing in a farmer's journal on the value of paint, says that the time is at hand when the up-to-date farmer, the farmer who wants to make money and at the same time save money should be giving some care to the wooden things about the farm. I am perhaps rather a crank on the care of farm buildings, but I have been a farmer all my life and have learned the value of keeping them up in shape. I figure that I have made many dollars, or rather saved many, because of the care given my buildings, implements, etc.

How have I done it? With the paint pail. Paint ought to be one of the farmer's best friends. Perhaps the editor will allow me to tell just how I know paint will save and make many dollars for the farmer.

Take the wagon, for instance. Are its sides cracked, warped and filled with checks? Are its spokes and hubs in the same condition? Is the tongue showing weather-beaten and seamy? Notice carefully and you will be surprised to see how much of this is so. And what does it mean? It means that the life of the average farm wagon is not much over six years, while it should be 16 or 20.

For the first 10 years of its life your wagon should hardly show a crack or a check. You say, how can this be done? Get out your paint pail and paint your wagon twice a year. This may sound like an enormity to those who never paint their wagons—to them it sounds like a lot of work and expense.

But it isn't. During the past year I painted three wagons on my farm myself. The entire time spent in painting them twice was not more than eight or ten hours, and only required two gallons of $1.75 paint.

What did I save by so doing? These three wagons (one a low-down, handy wagon, for use only on the farm) have been in use on the farm now for five years and have received two coats of paint every year, and to-day they are as good as when new, practically. I figure that I have saved from $75 to $100 on my wagons by the use of $12 or $15 worth of paint and a few hours' time.

The average farmer can in this way save at least $50 each year caring for his farm furniture. Take the mower. Ordinarily, or in many cases, it is exposed to rain and wind, sleet and snow. One hour and 15 cents' worth of paint will suffice to protect the mower for half a season. Usually the beam of the plow is cracked; if wooden or if steel, the paint is weather-beaten. A single coat a season, five minutes' work and three cents' worth of paint, will save it. Rake, hoe and shovel handles can be painted in only a few minutes and their lives in many instances doubled.

If a first-class paint is purchased it may be thinned one-half with linseed oil for the first coat. This makes the paint thin enough for the wood to absorb a part of it. The second coat should not be applied until at least four days after, by which time the first coat will have become considerably hardened.

But it is the buildings on the farm on which one can save most. It is a curious fact that I have observed that many farmers give almost no thought to the painting of their houses, outsheds and barns. The farmer who has not built anything since the big advance in the price of lumber naturally does not take this into consideration. There are thousands of barns throughout the country, now well on the road to ruin, that could be given a number of years' addition to their usefulness if paint were used upon them this summer. I want to show just how an old barn may be saved for several years.

Suppose that you take a dozen evenings, or two or three spare days, and first repair the buildings as well as possible. See that the boards are on snugly and repair the worst cracks and holes. Don't get cheap paint. For the first coat take one gallon of oil and mix with one gallon of paint and apply this liberally all over the barn. This first coat will soak into the wood and into the cracks, acting as the best preservative in the world. Allow this first coat to dry and harden three or four days. For the second coat use two gallons of paint to one gallon of oil, and by the time this is on the result will be a surprise. Except on very close inspection (when, of course, one will see the filled cracks and checks) your building will look as good as new. And from now on further checking and cracking of the wood ceases, provided painting is kept up when it is needed.

WHY ARE VARNISH PROFITS NEGLECTED?

It is an odd fact, and unexplainable from any business standpoint, that so many otherwise up-to-date dealers in paints and painters' supplies either do not carry varnishes at all, or they handle them in a haphazard, unintelligent manner, says an exchange.

As a matter of fact, and as a matter of business consistency, the same care should be exercised in selecting a stock of varnish as in sorting up a stock of paints and brushes and other painters' sundries. We have in mind particularly the varnishes known as "architectural finishes."

Many dealers who are well posted on the various brands of paint, know comparatively little about varnish, and apparently they do not take sufficient interest in it to enable them to carry a well-selected stock of these goods for the discriminating and profitable trade.

It would be out of place to mention any special brands of architectural finishes, either to praise or condemn, but every live paint dealer should get into touch with reliable manufacturers with a view to placing in stock a judicious assortment of varnishes for the house painter and decorator.

We would suggest, moreover, that, as a matter of business policy, a line of varnishes with a national reputation for excellence would be a better proposition than an obscure line, even though the unknown varnish may be good.

While it is natural for the dealer to want to make as large a margin as he consistently can, we would sound a note of warning against buying low-priced varnish simply because it is "so cheap."

An established varnish trade is a valuable asset for the paint dealer; too valuable to be risked by putting in a stock of cheap varnishes on which only a temporary trade can be secured. Confine yourself then to well-known brands of recognized merit.

Varnishes properly handled by the paint dealer need not be regarded as a sort of side line that is carried in a perfunctory way because they are asked for occasionally; instead, properly looked after, this branch of the paint dealer's business should and may easily become very profitable and one that is capable of being fostered to almost any extent.

It seems to us that a sort of distinction is conferred on those paint dealers who, in a way, specialize on varnish, especially if it is a line of goods that practically every consumer is familiar with. We could never understand why varnish should be so lightly regarded by many otherwise bright dealers in paints.

Give publicity to the fact that you are selling varnish as well as paints.

Read up on the subject; ask questions; acquaint yourself thoroughly with all desirable things to know about it, not only from your standpoint, but from the consumer's also.

Let your knowledge of varnish be so apparent that your customers will realize you know what you are talking about. Be just as competent to talk varnish as paint, white lead and putty.

See that your clerks are posted, too, so that when varnish customers come they will know how to handle them.

Make frequent displays of varnish cans in your show windows. Such goods make attractive shelf or window goods. They're the aristocrats among the products of your paint department, and a well-selected stock of varnish in cans is always salable.

Build up a permanent varnish business so that you will have a local reputation as "The Paint and Varnish House," and try to get your name allied with varnish, and with such brands of varnish that the combination of meritorious goods and skilful advertising has made household words wherever varnish is used.

This is the surest way to attract regular customers, buyers who are satisfied with your goods and who have learned by experience to have confidence in your varnish knowledge, and the goods you are selling them; and this is why you should give the matter of brands very careful consideration.

The varnish yielding the most attractive margin is not always the most profitable to handle in the long run; in fact, too often the reverse is true. A permanently profitable varnish business can only be built on the safe basis of quality.

A varnish stock should include a good interior finishing varnish—one that will rub nicely, if desired; a medium quality but reliable varnish for general interior work; a good exterior varnish; a good floor finish; spar varnish; and shellac varnishes.

There are numerous varnish sundries and specialties, of course, for which a demand may be developed, but for a first stock, a limited number of varnishes would be advisable, and a little practical experience will very soon teach the paint dealer what to carry.

Keep track of building operations in your locality or territory; and make an effort to supply the varnish as well as the paint. Why doesn't every paint dealer do this?

Paint and varnish are too closely allied for the paint dealer to regard them with divided interest. They belong together naturally and their united business-bringing ability is worth cultivating.

SELLING PAINTS IN WINTER.

These are dull and sombre days in the paint department, but this is no reason why this class of goods should be neglected altogether. There is a good business to be done in flat wall colors and other paint specialties, in spite of the "Christmassy" air. All that is needed is a little introduction and a few good talking points on the sanitary advantages of having the walls of a room looking bright and clean. That there is a demand for this class of goods at this time of year is shown in the fact that the writer, while walking down a very short street the other day, discovered two houses in which painters were at work. Christmas time is almost as bad as exhibition time or "old home week" in the matter of visitors in town, and all housewives are anxious to have their homes looking in the best of condition when their friends and relatives arrive

Make paint goods, especially wall paints, appear necessary from a sanitary point of view. Dwell on the old adage that "an ounce of prevention is worth a pound of cure." When walls are covered with a flat wall paint or other interior finish, nothing can get behind and they certainly are sanitary. But in the case of wall paper, if disease germs get in the house and the house has to be fumigated, the wall paper will certainly be spoiled, and, ten chances to one, the cause of the troubles will not be removed.

It used to be that hardwaremen kept paint simply because they knew the hardware store was the logical place for this stuff to be sold, and that they would be sure to be asked for it. Things have changed somewhat, though, and most dealers push paints in the spring and fall seasons. They do not, however, make the least effort to sell during the late fall and winter months, but devote all their energies to Christmas goods, such as cutlery, brassware, and similar lines. It is all very well for a man to concentrate his efforts mainly on goods that are in good demand at that particular season, but he should not do so to the utter neglect of other lines.

THE BRANDRAM-HENDERSON CONVENTION.

The banquet given by the local branch of Brandram-Henderson, Limited, to the sales staff of the firm, was the climax of the most successful conference yet held between the heads of the firm on the one hand and the travelling men on the other. The banquet group is shown herewith as photographed by Clino just as the guests took their places at the table, and it will interest our readers to pick out the faces with which "Merchant" readers to pick out the faces with which they are familiar. There will be no difficulty in doing this, for the picture is a particularly good one.

It is not the purpose of this article, however, to dwell on the banquet, except to say that it was given by the firm and at the close of the sales convention; that it took place in the private dining room of the Halifax Hotel and proved to be most enjoyable, as was amply shown by the after dinner speeches of the different guests. Indeed, the whole convention was conceded to be the best the firm has yet held and great praise was given Mr. George Henderson, manager of the Maritime provinces branches, for the attentions he extended.



3 Some of the managers and sales staff of the Brandram-Henderson Co., at their banquet in Halifax

In a general way the purposes of a sales convention are to get the views of the travelling men, to impart to them ideas with respect to sales methods, and to discuss with them all points about the goods, and particularly any new goods that may shortly be put on the market for the first time, as well as to promote closer social relations between men working in different sections and to bring employers and employees closer together. There were other reasons, however, which prompted the holding of the convention in Halifax this year. In former years the meeting has taken place in Montreal, but it was thought desirable to bring them to Halifax this time. One reason was the fact the firm's varnish is manufactured entirely in Halifax and it was desirable that the travellers should see and understand the varnish-making as well as the paint-making processes employed by the firm, which would help them in their selling talks while on the road. Another reason was the fact that it was thought desirable that the western men particularly should have a chance to see, on the ground, the evidence of the good times which prevail in the East, where the firm had its beginnings.

The western members of the staff came on a special car attached to the Maritime Express and were met at the station by representatives from the Halifax house. The first conference was held at the factory the next morning (Thursday, the 19th) lasting from 10 o'clock until 12.30, at which hour luncheon was provided in the tank room of the varnish factory, which had been temporarily fitted up for the purpose of a dining room. Luncheon was provided by one of the best caterers in the city. The afternoon session began at 2 o'clock. For two hours the travelling men presented their views of the plan of campaign in their respective territories, in 1913. The latter part of the afternoon was given over to a discussion of a number of the firm's products, the idea being to instruct the salesmen as to the uses and best methods to adopt in selling these products.

At the morning session next day the managers discussed the salesmen's suggestions as given the day before and set forth the sales policy for 1913. Later the managers and salesmen conferred on the sales plans which were then finally settled upon.

Besides the banquet, to which reference was made at the beginning of this article, another enjoyable fea-

ture of the occasion was a theatre party at the Academy of Music where an excellent performance by the Academy players was enjoyed.

The far-western salesmen, men west of the Great Lakes, did not come to Halifax. To have done so would have made it impossible for them to reach home for Xmas. They will, however, come to Montreal for the next meeting.

Price Tickets Sell the Goods

By Donald Scott

It so happened, last year, that two hardware stores opened for business at about the same time in the same town on the same street, with opening stocks that were just about identical in variety, quality, and price. Neither of these dealers knew that the other was planning to open, until too late for one of them to withdraw without losing considerable money. The town was hardly large enough to support both of them, so they decided to fight it out. Neither of them had any appreciable advantage over the other with respect to store front, location, personal acquaintance in the town, and so forth; both were off fairly with the gong, in the race for the hardware trade in a town of fifteen hundred.

This start was less than a year ago. To-day one of these merchants says "the town is absolutely dead." He is seeking a new location. The other man is saying nothing and "saws wood." Right from the start this "other man" took the lead in the race and kept it, not because he was more energetic, had a better personality, luckier, and so forth, but because he drove his store to victory by that peerless of mercantile drivers, the price ticket.

On his opening day, every item in his windows bore a neat, plain price card, and, as far as practicable, every offering in his store was price-ticketed. But his competitor did not even mark prices in plain figures, to say nothing of taking the trouble and the slight expense necessary to prepare and place price tickets on every item. Anyway, he deemed that kind of price display to be "Cheap John," not just the thing in a hardware store that wanted to emphasize quality. But results clearly indicated that a great majority of people in his town did not agree with him. They wanted good quality, to be sure, but they also wanted price along with it. As a matter of fact, this merchant's prices were as low as his competitor's, but the people did not know it. They thought the "other man's" prices were lower; for, somehow, whether the price is high or low, a plain, strong price card on any item tends to suggest big value for the money; otherwise, thinks the customer subconsciously, the merchant would not be likely to make such a strong showing of the price.

"Frequently, I pass two art stores near each other on the best street in my city," remarked a big-town merchant who was telling a meeting of his employees about the great value of price displays. "One of these art stores uses small, artistic price cards on its window offerings and, usually, I see several customers inside and a few people in front of the window, but I can't remember ever having seen more than one customer inside the other store, where price tickets are conspicuously absent. I know both these merchants. One is prosperous; the other tries hard to appear that way. One store is always busy; the other, always dull, and the significant reason for this difference is merely a few bits of cardboard with interesting figures plainly painted on them.

"Now, if this is true regarding so-called 'quality shops,'" he continued, "certainly the use of price tickets is a thousand times more important where quality cuts a lesser figure, or where, perhaps, the comparative importance of quality and price are about equal. In this important matter of using price tickets, I am willing to take a lesson from our five and ten cent store neighbors, where, as most of us know, every item, every little bin or compartment, has its price ticket, notwithstanding the fact that the very limited range of their prices is well known to customers in their store. They assemble five-cent goods here and ten-cent goods there. Why not plainly mark these divisions and let it go at that? They don't because they know the mere fact that a price mark is on the individual item gives that item life."

Every time, in the great moving-merchandise race, whether hardware, jewelry, oil paintings, or dishpans, the items driven by price tickets are sure to win. Price tickets put spurs into the tough flanks of merchandise "nags" that might otherwise browse in the green profit pasture, eating up interest month after month on the gold dollars invested in them, until, in all probability, the sheriff takes a hand, and makes them move along at compound expense to the owner of the "pasture."

Of course, price tickets alone will not always sell the goods, but often do so. For instance, not long ago, a hardware man filled his window with pocket knives ranging in price from thirty-five to fifty cents each. On each knife a very small price tag was attached, so that the passerby could see the price only if he stooped down and looked closely. This display pulled exactly seven sales in one week. The following Monday a travelling salesman happened along and complimented the merchant on his fine display of knives. But on learning that they did not sell, he suggested that the merchant put them back in the showcase for a week or so and then replace the same knives in the window with a big bold price card reading:

YOUR CHOICE

60c.

Much to this merchant's surprise, when he tried out this plan a week or so later, he sold exactly forty-one knives. They were fair values at sixty cents and he made a fair profit, but they had been genuine bargains at the thirty-five to fifty cent prices. Yet they had not sold. The somewhat odd and more substantial price of sixty cents may have had something to do with the success of this second sale. But that big, honest looking price card, three feet high and eighteen inches broad, would have sold the same knives at seventy-five cents about as readily, as this merchant actually demonstrated just one week ago.

As already suggested, this seems true: the mere fact that an article is boldly displayed with its price marked in big plain figures indicates to the average customer's mind big value. Most merchants now make this important law of suggestion work overtime. They also realize the equally important point that when the article and its price are easily seen at a glance, the offering attracts double attention, whether or not the

price seems extra reasonable, or is within the reach of the prospective customer.

A price ticket always proclaims emphatically that an article is ON SALE, not merely on show. There is not a shadow of doubt that the sale of plainly priced articles is many fold the sale of articles the prices of which must be asked with the risk of embarrassment on the part of customers. Many shoppers, of course, would not be at all embarrassed if the price did not happen to please them, but the customer's time and the clerk's time is taken up with that needless question, "How much?" Price tickets save time, and sales. Every day in every store that uses plenty of them, they make many sales that otherwise would never be made, both to folks who are a bit timid about asking the price, and to those who would never feel the need of a certain item, did not a well displayed price compel interested attention. No sheriff ever took possession of a store that uses plenty of plain price tickets. Often, they alone sell the goods.

Calendars and Booklets

Greening's Calendar

The Journal is in receipt of the 1913 calendar of the B. Greening Wire Co., Hamilton, Ont. The calendar is an attractive one and shows a good view of the firm's various factories in the Ambitious City. Photographs of the members of the firm are well brought out.

Remington Arms' Calendar

The Journal has received the new calendar of the Remington Arms-Union Metallic Cartridge Co., Toronto and New York. It is a work of art and in keeping with the quality of advertising matter sent out by this firm. The picture shows the monarch of the Canadian forest, the moose, in his native haunts.

"The Catch of the Season"

The 1913 calendar of the Horton Manufacturing Co., Bristol, Conn., is now out and surpasses in point of attractiveness all previous efforts along this line. The scene is set in a lake in the mountains and shows a young man and his fiance fishing from their boat. The girl is holding up a beautiful specimen of speckled trout, which gives the picture its title, "The Catch of the Season."

An Attractive Greeting Card

That there are more ways than one of taking a Christmas dinner is shown in the neat greeting card issued by the Remington Arms-Union Metallic Cartridge Co., Toronto and New York. The card is entitled "Christmas Dinner" and shows a woodland scene, with a young fawn taking his dinner from his mother. The design is very much out of the ordinary and indicates the exceedingly good taste possessed by the publishers.

An Almanac for Business Men

The sixty-sixth issue of the Canadian Almanac has just been issued. To no class of men should it be more valuable than to business men. It is made so by the comprehensive subjects with which it deals. A few of these are: Complete alphabetical Customs Tariff; banks with branches and names of managers; complete list of post offices; legal and judicial information; assurance rates of various companies; price of bank stocks; Dominion and Provincial Governments; foreign consuls in Canada; educational institutions; the latest thing in Canadian maps.

The Almanac is 520 pages, is bound in cloth and is sold at $1. Copp, Clark Company, Limited, Toronto, are the publishers.

Advertising That Pays

"Practical Christmas and New Year's Gifts" is the title of a natty little booklet issued by Lariviere Incorporee, Montreal, Que., to attract holiday trade. This was mailed to their regular list of customers and piles were left on the counter where they could be seen and picked up by casual purchasers.

The cover of the book was embossed and the letters finished in gilt. Holly leaves were reproduced to add a holiday appearance. The pages inside contained descriptions and prices of many gift articles, including shaving requisites, cutlery, chafing dishes, percolators, electric irons, all manner of sporting goods, vacuum cleaners, carpet sweepers, etc. The man who delights to "potter around the house was not forgotten, and a page was given up to descriptions of handy tools.

The method employed in illustrating the articles was excellent. Half tones, made from washed drawings, were set around the edges of the pages, which served to give the book that "different" appearance.

It is impossible to estimate the value of a publication of this kind. What to give is always a puzzle and suggestions offered in this manner often settle the question and are the means of turning business your way.

The hardware trade loses thousands of dollars annually through people going to departmental stores and jewelry stores for goods that are handled in all up-to-date hardware stores. This is not as it should be, but the hardware man has only himself to blame. A great number of people still retain the idea that the hardware store is the place for nails, hammers, tools, paints, etc., and nothing else. They will go on thinking this way unless the dealer wakes up and lets them know he is carrying special lines suited for gifts. The goods should be advertised extensively, both in the window and in the display space in the newspapers. Even this is not sufficient. Many people never read the advertisements contained in the columns of a newspaper, but glance hurriedly over the news. Even a window display will not catch a certain class. But when a customer comes into the store for a pound of nails and has to wait a few minutes to be served, a book containing suggestions will be looked over to fill in the time. Nine times out of ten, interest will be aroused and sales result.

NEW CANADIAN FACTORY.

The Dominion Cartridge Co. have commenced active preparations in the Dominion of Canada for the manufacture of shot gun shells and expect to begin deliveries not later than July 1st of this year.

It is their intention to supply guaranteed U-M-C shells of different grades loaded with popular brands of smokeless and black powders. They guarantee that the product shall be of the same high standard of excellence so rigidly maintained by them.

New prices have not been fixed, but they will be put at such a figure as will enable the dealer to compete with any one in the field.

Canadian Trade News

The Dominion Roofing Co., Limited, is erecting a one-storey building, 160 x 60 feet, on Seventh Ave., New Toronto. When this is completed, they will be better able to take care of their rapidly increasing trade in asphalt roofing, felts and waterproof materials.

It is reported that the Prescott Emery Wheel Co. has sold out. The business will be continued.

Carroll-Wilson, Limited, is the name of a new firm recently incorporated to manufacture stoves, ranges, etc. Louis E. Carroll and John C. Wilson are two of the directors. Capital stock, $300,000.

The stock of Carter's hardware and flour and feed store, St. Mary's Ont., suffered considerable damage when fire destroyed the opera house of the town recently.

The National Wire Products, Limited, Montreal, have been incorporated under Dominion charter, with a capital stock of $1,500,000.

John Round & Son, Limited, Montreal, have been granted Dominion charter. The firm will manufacture, besides many other lines, steel cutlery of all kinds.

Damage to the extent of $5,000 was done to the plant of the Gendron Manufacturing Co., Duke Street, Toronto, recently. The fire started in the drying kiln behind the main factory, and for a while the whole plant was threatened.

McKenzie Bros., dealers in hardware specialties, Winnipeg, Man., suffered considerable loss by fire which broke out in their neighborhood on December 8.

At the annual meeting of the Montreal Metal and Hardware Association, held on December 13, the following officers were elected: President, H. J. Fuller; vice-president, Geo. J. Crowdy; treasurer, Alex. Gibb; directors, H. Walter Dorken, W. J. Hayes, Ross McMaster, T. Esmond Peck. Ross McMaster was unanimously chosen as the association's nominee for election to the Council of the Board of Trade.

The City Council of Peterborough, Ont., has closed arrangements for giving a free site for $60,000 buildings for the Canadian factory of Henry Hope & Sons, Birmingham, Eng., manufacturers of supplies for fireproof buildings, steel sash, door and window frames, etc. Building operations will commence immediately.

The City of Winnipeg recently got after the J. H. Ashdown Co. and fined them the costs of the court for creating a smoke nuisance. Several other Winnipeg firms suffered the same penalty.

A new concern to manuafcture nails, hinges, butts and other builders' hardware, has been incorporated under Dominion charter. It will be known as Cowan & Britton, Limited, with a plant at Gananoque, Ont.

The Canadian Metal Shelter Co., Winnipeg, has been incorporated with a capital stock of $200,000. The concern will make portable metal buildings, and all kinds of sheet metal and iron work.

The ratepayers of Port Arthur, Ont., will decide whether or not they will give $60,000 debentures to R. Brutinel, who desires to erect a nail mill in that city.

The Chadwick Brass Co., Limited, Hamilton, Ont., has purchased the business of Chadwick Bros., Limited, also of Hamilton. Additional real estate has been purchased and plans are now under way for new buildings, which will double the capacity of the plant. New catalogues are being prepared and the firm's motto will be "Quality and Service."

At the annual meeting of the branch managers which the McClary Manufacturing Company held in London recently, one of the speakers was James W. Moncur, general sales manager of the Ontario Lantern & Lamp Co., Limited, Hamilton. Mr. Moncur gave a very interesting talk on lanterns.

The Ottawa Varnish Co., Limited, Ottawa, Ont., has been granted Provincial charter. The new firm is capitalized at $40,000. Jas. M. Young, Thos. C. Hickman, Albert A. Ayers, Rupert Hickman and Sidney Higman are the provisional directors.

Pilkington Bros., Limited, St. Helens, England, will erect a glass manufacturing plant at Thorold, Ont.

The Fyfe Scale Co., Montreal, has received a charter. Head office, Montreal.

The Cyclone Woven Wire Fence Co., will erect a new factory at Cobourg, Ont.

If satisfactory arrangements can be made, the Sterling Diamond Cut Glass Co., Ottawa, Ont., will remove to St. Thomas. They ask for a loan of $15,000, with no interest for the last five years and a fixed assessment of $2,000 per year, during the period of the loan. In consideration of this, they agree to erect a $20.000 factory and employ 60 hands at the start.

BUSINESS CHANGES

Eastern Canada.

Centreville, N.B.—Sherwood & Estabrooks dissolved, Estabrooks continuing.

Ontario.

Kincardine.—W. J. McAllister has sold out.

Tiverton.—J. H. McKee sold out.

Delhi.—H. S. Morgan's store destroyed by fire.

Manitoba.

Winnipeg.—McKenzie Bros., wholesale hardware specialties, burned out.

Saskatchewan.

Balcarres.—Irving & Bryant succeed H. E. Chaplin.

Sovereign.—Gebbie & Goodwin dissolved.

Bulyea.—McElroy & Kerr dissolved.

Langham.—The Co-operative Hardware succeeds Moore & Camroux.

A. E. McElroy succeeds McElroy & Kerr.

Aberdeen.—Vogt & Son succeed Friesen & Vogt.

Netherhill.—Abe Hart succeeds L. B. Schell.

Watson.—Schindlar Bros. burned out.

Biggar.—W. D. Wicks opening store.

Forres.—Gilman & Bradley opening store.

Carnduff.—E. J. Hunter moving into new store.

Creelman.—Wright & Lebarge succeed Campbell & Ferguson.

Davidson.—J. O. and F. B. Calloway have taken over the business of the Pioneer Hardware, Limited.

Saskatoon.—The Westhaver Hardware Co., Limited, will shortly move into new premises.

Alberta.

Calgary.—There has been a change of ownership in the Aylward Varcoe Hardware Co., Limited.

Calgary.—C. B. Leban succeeds Drinnan & Stevenson.

Berry Creek.—P. H. Holzworth moved to Sheerness.

Delburne.—Ferrell & Feguenne dissolved.

Chinook.—E. Mills sold out.

Consort.—McNeill & Gilman dissolved, Gilman continuing.

Edmonton.—Doubleday & Rowe succeed C. F. Stone.

Edmonton.—The Market Hardware Co. sold out.

Edmonton.—Devereaux Hardware Co., Limited, succeeds Wankle & Barr.

"I'll Send a Boy"

By F. M. Tobin



F. M. TOBIN, Woodstock, Manager Tobin Arms Mfg. Co., Ltd. and Secretary Canadian Hardware Manufacturers Exhibition Association

SOME few days ago, one of the leading Hardware Merchants in the town of————was invited by a manufacturer with whom he does business to visit the Canadian Hardware Manufacturers' Exhibition to be held at Hamilton, the third week in February. The retailer made this reply: "*I don't think that I will take time to go to your Exhibition but I may send my Clerk.*"

Now this might sound reasonable provided this particular man was the kind of merchant that asks for and appreciates the opinion of his young man. But does he! From inquiry I find that if he ever does consider the young man's opinion or advice no one that comes in contact with him in business has noticed it, and the young man himself says: "If the Boss were to ask me for an opinion I would almost die of heart failure from astonishment."

I am sure that *the manufacturers will welcome to their Exhibition either the clerk or the boy from the establishment of his retail friend in the hardware business, for he realizes that the boy in the hardware store to-day is the hardware merchant of to-morrow*, but has the merchant to whom this invitation was extended by his business associate, the Hardware Manufacturers, treated the matter with proper courtesy or consideration when he replied: "I'll send a boy?" Or did he take the trouble to think about the nice point of the matter at all? I doubt it.

Is it not a fact that he has fallen into the habit (I am afraid all of us are guilty at times) of believing that he does not have to care about the feelings of the fellow who wants his business and who cannot afford to tell him what the balance shows when he weighs him up to his true size, or down to it as the case may be?

I speak of the Hardware Merchant and the Hardware Manufacturer as business associates, and this applies in the closest as well as the broadest sense, for the Retail Merchant, the Wholesale Merchant and the Manufacturers of any particular line are each dependent upon one another. No one class exists without some effect upon the other, and while it may not appear to any one class that it is his duty to acknowledge this fact, I doubt if it pays to keep that part of his light covered too closely by his bushel, that he exposes to his confreres when he says: "I'll send a boy."

I know it has been complained of by some of our Hardware Merchants that they are so pressed with attentions by these so named "business associates" that they cease to think of them as brothers, at least for a time. But will it not count as a saving feature under the circumstances, when you consider that the merchant who receives the most of the attentions, always has the opportunity to buy his goods right. This is the natural result of competition and many opportunities; and I venture to say with some feeling of certainty that the jobber or the manufacturer who causes these marks of attention to appear at your doors so frequently to receive their one-twelfth-of-a-dozen-assorted-welcomes-each never makes the mistake to say: "I'll send a boy."

The broad principle of general good applies in connection with the invitation to the Hardware Merchant if it is diagnosed carefully. *The Exhibition is Hardware Advertising—the kind that the Hardware Merchant needs in his business.* It has nothing to do with pure food or millinery and things that his wife spends his money for, but *it helps to create the demand by the public for the goods he sells* and tends to teach the consumer that in these days no man can afford the time to cut a leather hinge from an old boot top because the butt hinge is too well made and is too cheap. It shows the dealer what several different lines of goods look like when side by side for comparison, and what will best suit his plans for his customer who acquires the butt hinge taste and drops the leather hinge habit with the progress of the hour.

To follow this through don't make the mistake of Mr. Merchant and say: "I'll send a boy," for *it needs a real man to keep up with the crowd to-day.* The boy's troubles will come to-morrow. You need to know to-day what the other fellow is doing; here you have an opportunity of seeing and hearing things of interest to you first hand, and of gathering information that cannot be obtained by making up your mind to accept it second hand by saying: "I'll send a boy."

Market Situation

The Hardware Markets. December business was the biggest jobbers have experienced during that month for years. It was expected that there would be a let-up in the business during the month, but the case was just the reverse. There is a lull at present, however. Travellers are off the road and are busy stocktaking in the warehouses. There is still considerable activity in the shipping rooms, and no one is idle. The demand for Christmas goods of all kinds was enormous, particularly in cutlery and fancy brassware.

Prices still show an upward tendency and in spite of the fact that several lines have advanced of late, the end is not yet. Dealers would be well advised to ask for delivery of spring goods as early as the jobbers can make shipment. By this we do not mean that prices are going to be changed, but it is expected on all sides that there will be difficulty experienced in getting shipments from the manufacturers just at the time when the goods are most needed.

Owing to the rapidly increasing cost of hemp, rope has taken another advance, and present prices are 17 cents for pure Manilla, with British Manilla at 13 cents. Indications are that a further advance will take place before there is a decline.

Builders' hardware continues in active demand owing to the open weather all over the country. New price lists are not yet out and it is hard to say to what extent changes will be made. It is altogether likely, however, that there will be numerous advances in view of the increased cost of raw materials.

All lines of wire goods have advanced. Prices in the United States are away up and this, naturally, affects the Canadian market. The present price for nails is $2.40 base.

Winter sporting goods, such as toboggans, skates, hockey sticks, etc., are moving freely, and a big season is anticipated. The mild weather is holding back business to some extent, but when it does come, it will come with a rush.

A good trade is being done in heavy hardware. Bar iron has taken a rise and is now quoted at $2.15 instead of $2.10.

Lanterns have advanced 25 cents a dozen and shovels have gone up on an average of 50 cents a dozen. Prices are firm, with a good demand.

Sash weights have advanced $1 per ton.

* * * *

Paint and Oil Markets. The past year was a record one in the prepared paint industry. All manufacturers report that their sales were away ahead of any previous year. Present trade is rather dull but this is to be expected at this season. Most firms have brought their travellers in and stocktaking is the order in the warerooms. The outlook for spring is good. Active preparations are being made on all sides, and it is hoped to make 1913 bigger and better than 1912.

The linseed oil market has been weak for some time, and the present quotations of 57 for raw and 60 for boiled are low indeed. It is felt, however, that the bottom has been reached and there have been some advances in the European markets. The market has fluctuated so much this season that it is hard to determine what will happen, but a fairly steady spell is looked for for a while.

Turpentine is quoted at 61 cents a gallon. This is an advance off three cents over last quotation but advances are in order at this season. Any movement from now on will be regulated by the quantity that is being held in the South. There seems to be considerable stock there and that has held the price down.

White lead remains steady at the old figure of $8.40. There is a good seasonable demand, and it is not at all likely that there will be much of a change for a while.

Glass is still firm and prices are holding up. It is more likely to advance than recede. The manufacturers in the primary markets claim to be booked up until midsummer, which means that there is no use looking for lower prices. The situation in glass is a very peculiar one. They have a combine in Belgium that meets and fixes prices, and there is not one manufacturer in the country who will sell below the figure named by the "trust."

Not much is doing in putty outside the usual demand at this time.

* * * *

The Metal Markets. The usual end-of-the-year dullness is being experienced in the metal industry. There is a fair amount of trade being done but the rush that has been prevalent for the last while is not in evidence. The past year has been a big one all through, but 1913 promises to see an even greater amount of business being done. Advices received state that manufacturers have booked up for months ahead, so it is certain that prices will remain firm.

No price changes have been noted, but all markets are firm, and it is safe to say there will be no decline in any line.

METAL AND HARDWARE ASSOCIATION.

The Montreal Metal and Hardware Association of the Board of Trade, held its annual meeting recently. President H. J. Fuller presented a report of the business transacted by the association during the past year in which a number of matters of considerable importance to the trade were referred to, notably the question of the increase in the demurrage charges by the railway companies and the threatened increase in the cartage rates in the city. The following were elected to office for the ensuing year: President, H. J. Fuller; vice-president, Geo. J. Crowdy; treasurer, Alex. Gibb; directors, H. Walter Dorken, Ross McMaster, W. J. Hayes, T. Esmond Peck.

Ross McMaster was unanimously chosen as the Association's nominee for election to the Council of the Board of Trade.

It was with great regret that the resignation from membership and from the Board of Directors, of Mr. C. H. Godfrey was received, but as he had, on election as a commissioner for the city, severed his connection with the metal and hardware trade, his resignation was accepted. Messrs. Geo. J. Crowdy, Ed. Goodwill and Wm. Starke were appointed a committee to arrange for the annual dinner of the association.

Carter Bros., Picton, Ont., again have issued a very handsome calendar for distribution among their customers. They have done this annually for many years and say the results obtained from the advertising are excellent.

Sell

Glidden

Green Label Varnishes

Because The Quality Makes Them Stay Sold

Ask Us About Glidden Endurance Wood Stains

THE headline of this advertisement tells the whole story. We could write a volume about Glidden discounts and Glidden terms and we could show you in plain figures how very profitable Glidden Green Label Varnishes are for you to handle. We could write another volume about Glidden advertising and Glidden co-operation, but the whole milk of the cocoanut is just this: It is good business for you to sell Glidden Green Label Varnishes because the **quality** makes them **stay sold.**

Write for full information of our unusual offer to the trade. Use the attached coupon.



The Glidden Varnish Company

TORONTO

FACTORIES

Cleveland, Ohio — Toronto, Canada

BRANCHES

New York — Chicago — London

The Glidden Varnish Co.
Toronto, Ont.

Gentlemen: – Send me full information concerning your unusual offer to the trade on Green Label Varnishes and Endurance Wood Stains.

Name.....

Address.....

Canada Adopts American Screw List

The screw manufacturers of Canada have adopted the American screw list. It went into effect January 1st. The list, which follows, shows an advance over the prices ruling under the one previously obtaining:

IRON MACHINE SCREWS Standard Threads Per Inch

	48			30		30				18			14
	56	48	32, 36,	32	30	32	24, 30,	20	20	16, 18,	16		16
	64	56	40	36	32	36	32	24	24	20	18		18

No.	2	3	4	5	6	7	8	9	10	12	14	16	18	20	24
In.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.
3-16	30	30	30	35	35										
1/4	30	30	30	35	35	40	40	60	60						
5-16	32	32	32	37	37	44	44	65	65						
3/8	32	32	32	37	37	44	44	65	65	75	90	115	150	190	230
7-16	34	34	34	39	39	48	48	70	70	80	95	120	160	200	240
1/2	34	34	34	39	39	48	48	70	70	80	95	120	160	200	240
9-16	37	37	37	42	42	52	52	75	75	85	100	125	170	210	250
5/8	37	37	37	42	42	52	52	75	75	85	100	125	170	210	250
3/4	41	41	41	46	46	56	56	80	80	90	105	130	180	220	260
7/8	45	45	45	50	50	60	60	85	85	95	115	140	190	230	270
1	..	..	50	55	55	65	65	90	90	100	125	150	200	240	280
1 1/8	..	..	55	60	60	70	70	100	100	110	135	160	220	260	300
1 1/4	..	..	60	65	65	75	75	110	110	120	145	175	240	280	320
1 3/8	..	..	65	70	70	80	80	120	120	130	155	190	260	300	340
1 1/2	..	..	70	75	75	85	85	130	130	140	165	210	280	320	360
1 3/4	..	..	90	95	95	105	105	150	150	160	185	250	320	360	420
2	..	..	110	115	115	125	125	170	170	180	220	290	360	400	460
2 1/4	..	..	..	125	125	145	145	190	190	220	260	330	400	440	480
2 1/2	..	..	..	..	..	165	165	220	220	250	280	350	440	490	530
2 3/4	..	..	..	..	..	190	190	250	250	290	320	400	490	540	590
3	..	..	..	..	..	230	230	290	290	350	380	450	560	600	740
3 1/4	..	..	..	..	..	..	..	330	330	425	450	550	650	700	880
3 1/2	..	..	..	..	..	..	..	375	375	500	525	650	750	850	1010
3 3/4	..	..	..	..	..	..	..	..	..	..	600	750	850	925	1220
4	..	..	..	..	..	..	..	..	..	..	675	850	960	1025	1350

BRASS MACHINE SCREWS Standard Threads Per Inch

	48			30		30				18			14
	56	48	32, 36,	32	30	32	24, 30,	20	20	16, 18,	16		16
	64	56	40	36	32	36	32	24	24	20	18		18

No.	2	3	4	5	6	7	8	9	10	12	14	16	18	20	24
In.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.
3-16	32	32	36	46	46	70									
1/4	32	32	36	46	46	70	70	100	100						
5-16	34	34	38	49	49	75	75	105	105	135	175				
3/8	36	36	40	52	52	80	80	110	110	145	185	290	370	460	550
7-16	38	38	42	55	55	85	85	115	115	155	200	305	390	480	560
1/2	40	40	44	58	58	90	90	125	125	165	215	320	410	500	575
9-16	43	43	47	62	62	95	95	135	135	175	230	335	430	525	630
5/8	46	46	50	66	66	100	100	145	145	185	245	350	450	550	650
3/4	52	52	56	74	74	110	110	165	165	205	275	380	490	600	670
7/8	58	58	62	82	82	120	120	185	185	225	305	410	530	650	740
1	..	..	70	90	90	130	130	205	205	245	335	440	570	700	850
1 1/8	..	..	80	105	105	145	145	220	220	265	355	465	600	750	900
1 1/4	..	..	90	120	120	160	160	235	235	285	375	490	630	800	990
1 3/8	..	..	100	135	135	175	175	250	250	305	395	520	660	850	1150
1 1/2	..	..	110	150	150	190	190	265	265	325	415	550	690	900	1200
1 3/4	..	..	140	190	190	230	230	305	305	375	465	620	770	1000	1270
2	..	..	170	230	230	270	270	345	345	425	515	700	860	1100	1350
2 1/4	..	..	..	270	270	310	310	385	385	475	565	800	975	1200	1490
2 1/2	..	..	..	..	..	..	..	465	465	580	680	900	1050	1350	1550
2 3/4	..	..	..	..	..	..	..	600	600	700	800	1000	1250	1500	1700
3	..	..	..	..	..	..	..	750	750	850	950	1100	1500	1650	1900
3 1/4	..	..	..	..	..	..	..	900	900	1050	1150	1500	1750	1850	2250
3 1/2	..	..	..	..	..	..	..	1100	1100	1250	1500	1800	1950	2200	2550
3 3/4	..	..	..	..	..	..	..	1350	1350	1500	1850	2000	2250	2500	2800
4	..	..	..	..	..	..	..	1650	1650	1800	2200	2500	2650	2800	3200

HEAVY GALVANIZED STEEL

No trough to compare with this on the market. Capacity of standard size about 10 imperial gallons to the foot. Other sizes made to order. Lengths, 6, 7, 8, 10, 12 ft., without a seam.

A Fast Seller to Farmers



STOCK WATERING TROUGH

No rivets to rust out; the end is fastened by our patented device. Stands 13 inches high and measures 18½ across top. Weight, about 14 lbs. per lineal foot.

Write Now for Quotations

ERIE IRON WORKS, Limited, Makers, ST. THOMAS, ONTARIO



?

How many possible customers in your locality could be induced to purchase a high grade Kitchen Cabinet at a moderate price?

Of course, right away you realize the tremendous possibilities for a very profitable business, providing—and here's the point—providing a demand is created. Now you can't spend your money in creating this demand through advertising, but you **can** stock

THE HAMILTON KITCHEN CABINET

and cash in on the heavy demand we will create by our advertising direct to the housewives. Here is what we are going to tell your prospective customers:

The **Hamilton** Kitchen Cabinet takes the place of pantry, cupboard, and kitchen table.

The **Hamilton** saves you a hundred steps in preparing a meal.

The **Hamilton** keeps all your food supplies **clean,** and fresh and full strength—the cabinet pays for itself in the food it saves.

The **Hamilton** is the most complete in its conveniences, the finest piece of cabinet making, and—perhaps the strongest point of all—

In price, the **Hamilton** is within the reach of all.

Now it's up to you. Some dealer in your town is going to get the business we are going to create. Get in your stock!

The Hamilton Incubator Co., Limited

57 SHAW STREET HAMILTON, ONTARIO

New Goods on the Market

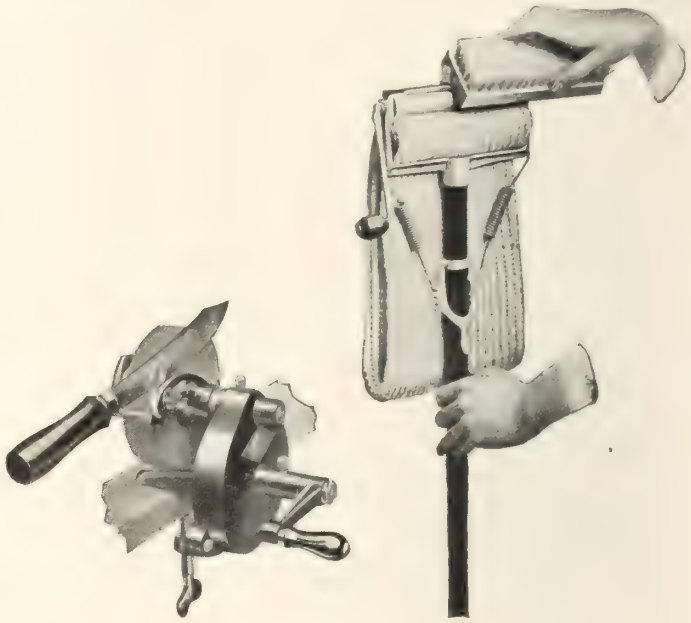
When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The Peck, Stow & Wilcox Co., New York, have placed on the market a new rafter-framing square. A feature of this is that in addition to the row of figures marking the inches on either side of the face of the body, there is a third row along the center of the square between the other two. Each of these numbers



occupies the center of a rectangle marked off by the two sides of the square and by two lines running at right angles to it. Inside the same rectangle and to the right of the large numeral is a column of figures. The object of this marking is that in using a rafter-framing square, the carpenter first determines the rise of his roof in inches per foot run. Supposing this to be nine, he looks on the face of the body of the square for the figure nine in the central row. The column at the right of this number will then give him the necessary information from which to calculate the length of common, hip, jack and valley, as well as all of the necessary cuts. This simplifies the use of the square considerably inasmuch as in most cases the carpenter is liable to be confused by the fact that the inch marks on one margin do not correspond with those on the other, and therefore he may select the wrong column of figures. This square is made in several styles of marking and finishing, all of which carry the rafter-framing tables upon the face of the body, giving Essex board measure on the reverse. Two of the styles also have the eight-square measure, and four of them the brace measure in addition to the other markings. With each square is wrapped a pamphlet on the use of the rafter square. It is convenient pocket size and is a very clear and concise copyrighted treatise on the fundamental principles of roof-framing. It has a complete index, enabling the carpenter to find any information he wishes quickly, and is illustrated by diagrams showing clearly the way to obtain the length of the different rafters and the necessary cuts.

The Luther Grinder Manufacturing Co., Milwaukee, Wis., have added an attachment to their No. 14 grinder, which makes it much more valuable to the housewife than it has been heretofore. This is in the form of a tool rest which consists of a special guide coming up on each side of the grinding wheel. The knife is sharpened on the side face of the wheel, the guides insuring that just the proper bevel is maintained. The wheel turns from the operator, which obviates any danger of the knife being jammed between the guide and the wheel, as the wheel continually lifts the knife. Sharpening it on the side face of the wheel gives a



finer, smoother edge than could be otherwise attained. It leaves it also with no graining, especially if the knife is moved forward and back while being sharpened. This guide is also especially adapted for scissors so they can be easily held at exactly the proper bevel. Altogether it makes an ideal sharpening machine for the home.

The Clark & Dupre Wringer Mop Co., Worcester, Mass., are manufacturing a new mop which comprises four distinct articles in one, *i.e.*, the mop, mop wringer, scrub brush and scraper. The makers claim that this is the only mop, with the wringer attached, that wrings exactly like a wringer on a wash tub. It has many other good qualities, which are described in literature which the firm sends on request.



New gun by Marlin Firearms Co.

The Marlin Firearms Co., New Haven, Conn., have brought out some new special grade guns to complete their line of new Model 28 hammerless repeater. The accompanying illustration shows their new No. 28 T. S. Trap Special Grade. A moderate priced gun specially suited to trap shooters' requirements. Its many good points are described in advertising literature, which will be sent to any dealer on request.

Business men are divided into two classes—those who have machines and those who are.

Creating Demand

is one thing, and holding it is another. Demand is created by advertising and sales promotion. Holding and increasing the demand depends upon the merits of the products.

Here is the result of an investigation by the Canadian Home Journal which shows the great demand for Sherwin-Williams Paints.



QUESTION NO. 16.

"What brand of paints do you use?"

Sherwin-Williams	14,406
M	1,938
C	1,938
St	937
Rs	710
Rc	517
M	452
E	258
T	226
B	266
Miscellaneous (18 makes)	1,130
	22,738

Nearly 90 per cent. of our readers knew what brand of paints they use.

It is a high tribute to the wonderful selling organization and the splendid quality of the goods, and the advertising carried by the Sherwin-Williams Company that 63 per cent. of our readers use Sherwin-Williams paints.

It will be noticed that this data does not include the kinds of varnish used by Canadian Home Journal readers, which question was overlooked when making up the list.

Recently the Canadian Home Journal in a page editorial requested their subscribers to answer 40 questions relative to the manner in which they lived and what make of products they purchased. Eight hundred and six replies were received in time for tabulation, of which number 99% showed evidence of sincerity.

The publishers of the Journal issued a printed report of the results obtained, a section of which we reproduce here. From the replies received they have carefully worked out the percentage of their readers using the various brands of paints and the result proves that Sherwin-Williams Products have won for themselves an enviable position throughout the Dominion.

These figures tell a significant story of the efficiency of Sherwin-Williams advertising and promoting backed up by the quality that means satisfaction to the consumer and more business for the dealer. If you are not handling Sherwin-Williams products write us to-day.



SHERWIN-WILLIAMS PAINTS & VARNISHES

A FINISH FOR EVERY PURPOSE



The Sherwin-Williams Co. of Canada, Ltd., Montreal, Toronto, Winnipeg, Vancouver

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The Gipe-Hazard Store Service Co., Limited, 99 Ontario St., Toronto, have issued a new catalogue illustrating and describing the "Gipe" new patent level, grade and curve cash carriers, message carriers, cash or message lift, (perpendicular) package carriers and lifts, etc. The "Gipe" cheque clip, a device which can be attached to any of the carriers, is a good thing. Being made of aluminum, it is light, though strong. Copies of this catalogue may be had on request.

The Horton Manufacturing Co., Bristol, Conn., are sending out their 1913 catalogue of "Bristol," "Rainbow" and "Lucky" fishing rods and accessories. The cover design is an appropriate one, showing a man "playing" a trout, and the half tones used to illustrate the various lines are excellent. Copies may be had on request.

RUBBER COMPANY TO BE RE-ORGANIZED.

There is to be a re-organization of The Gutta Percha & Rubber Manufacturing Company of Toronto, Limited, whose factories are located in Toronto. The re-organization will take effect as on January 1, 1913. The company has carried on an extensive business throughout Canada and by export to various parts of the world for over a quarter of a century, having been incorporated as a purely Canadian industry under the Ontario Joint Stock Companies' Act in 1887.

As the business grew, it became necessary to open branches in many places. At some points these branches were operated under the name of The Gutta Percha & Rubber Manufacturing Co. of Toronto, Ltd., but in the prairie provinces the business has been conducted at Winnipeg and Calgary through a subsidiary company. The Winnipeg Rubber Company, Ltd., and in British Columbia through another subsidiary company, The Vancouver Rubber Company, Ltd. The directors and shareholders of the company have now decided that its interests and convenience and the interests and convenience of its customers will be better served by a re-organization which will enable it to operate all its branches under one name and care for and develop its constantly increasing business. To this end, application has been made for a Dominion charter under the name of Gutta Percha & Rubber, Limited, with an authorized capital of $6,000,000. The new company will be controlled by the same interests and be under the same management as the old. It will acquire all the trade marks, patents, properties and good will of the old company and, as heretofore, will be an entirely independent concern without connection or affiliation with any other company in or out of Canada.

WRITING FOR TRADE PAPERS.

It is surprising how many of the business men never think of relating their experiences for the benefit of their brothers in business, says the Retail Merchant. There are any number of such men who have found a new way of performing an old act, some method of attaining success where the unwary may, with equal chance, go wrong. Yet when one man finds out a better way of doing something, he seems to think that since it makes his business run the more smoothly it is an asset he can not afford to give to the public, or at least, he will not, which amounts to the same.

Some defer from writing because early education renders their efforts likely to contain mistakes in English that prove embarrassing over their own signatures. All these are idle fears. What is an editor for? Write him your new schemes, successful advertising stunts and the like and send him copies of the printed matter you have found to be successful. He will go over your letter with care, pruning out the errors until the article that appears in print will at least be correctly worded and likely to consist of good, straightforward business English.

The exchange of ideas between men in the same business often tends to improve conditions with all parties. The man who has developed a successful plan may have stopped just short of the most perfect attainment which his business comrade may see as the natural outcome of the plan described. His own efforts may have proven fruitless because he was working in the wrong direction. Thus both are aided by the exchange of opinions and are able to operate some feature of their business to for greater advantage than formerly.

Young men who have their own business future to make often strive for some means of impressing their superiors with their abilities. There is no better way to do this than by devising some really valuable scheme and writing it up for one or more publications of the trade interested. Thus the men in authority are able to get an idea of the capacity of these young men, and often when the right time comes and a vacancy is to be filled they recall the published scheme so nearly in line with the occupation of the position to be filled and place themselves in communication with this party for arranging an engagement. An occurrence of this kind was related in that well-known advertising weekly, Brains, only a few weeks ago, when a man from the Middle West made an engagement in Pennsylvania as a direct result of his writing for that paper. The ambitious and energetic young man leaves no stone unturned which might lead to his worthy advancement.

DEATH OF HYMAN MILLER

Mr. Hyman Miller, president of Miller-Morse Hardware Co., Limited, Winnipeg, died at Los Angeles on the 3rd instant. He was 57 years of age. Mr. Miller was for many years a traveler for Samuel Benjamin & Co., Toronto, but went West in the early days of the Manitoba boom and ultimately established the business with which he was connected up to the time of his death.

Deceased was in Toronto about six weeks or two months ago, en route to California, and about ten days ago Mr. le Knott, of the Steel Cmpany of Canada received a Christmas greeting card from him, in which he intimated that his health was improving. His death has naturally come as a great shock to his many friends in the East. The remains will be interred in Toronto.

His mother is still alive and resides in Toronto.

The plans for the new $150,000 factory which A. B. Ormsby, Limited, will erect on their lately-acquired land at King and Dufferin Streets, have been accepted by the City Council.

There is no 'Equal'

"QUEEN'S HEAD"

CANADA

Galvanized Iron

Standard the World over

DO YOU STOCK "QUEEN'S HEAD" FOR YOUR CUSTOMER'S

JOHN LYSAGHT, Limited
Makers
Bristol, Newport

A. C. LESLIE & Co., Limited
MONTREAL
Managers Canadian Branch

They open up easily and the cutting-edges always meet accurately



P. S. & W. Hand Tools are identified and guaranteed by "The MARK of the MAKER" shown below.

Both these points are appreciated by customers. They are due to the *careful fitting* and accurate box-joint construction of

P.S.&W.No.30 Box-Joints



P. S. & W. Hand Tools are the largest line offered by any one manufacturer.

These as well as other P. S. & W. hand-tools are handled by the following jobbers. They will no doubt order any tool you wish, if they haven't it already in stock. If you find it hard to secure P. S. & W. Tools, write us.

Calgary—J. H. Ashdown Hdwe. Co., Ltd.; Wood, Vallance & Adams, Ltd. **Hamilton**—Wood-Vallance, Ltd. **London**—D. H. Howden & Co., Ltd.; Hobbs Hdwe. Co., Ltd. **Montreal**—Caverhill & Learmont; Frothingham & Workman, Ltd.; L. H. Herberte & Cie, Ltee.; Lewis Bros., Ltd. **Saskatoon**—J. H. Ashdown Hdwe. Co., Ltd. **Toronto**—H. S. Howland Sons & Co.; Kennedy Hdwe. Co., Ltd.; Rice, Lewis & Son, Ltd. **Winnipeg**—J. H. Ashdown Hdwe. Co.; Merrick-Anderson Co.; Miller-Morse Hdwe. Co., Ltd.; Wood, Vallance Co., Ltd.

Send for Hand-Tool catalog 12-B, listing and describing the complete line.

The Peck, Stow & Wilcox Co.

MFRS. of Mechanics' Hand-Tools, Tinsmiths' Machines, Builders' and General Hardware.

Established 1819

Address 28 Murray St., New York, N. Y., U. S. A.

Honestly Do You Know White Lead?

Do you know what critical stuff it is to perfect? You should. It bears on your paint trade. For, as you know, White Lead is paint's prime factor. Here is a typical fact: one hundredth of one per cent. impurity in original pig lead is enough to destroy white brilliance in White Lead.

Another: The merest tendency towards crystalline formation prevents a perfect blend with Linseed Oil; paint will chip and peel. These two are merely illustrative. But they are enough to prove the virtue of Brandram's B.B. Genuine White Lead. More than a hundred years ago the Brandram process ideally solved all White Lead's exacting difficulties. It is the world's standard.

In B-H "ENGLISH" Paint no less than 70 per cent. Brandram's B.B. Genuine White Lead is contained. Think that over. Such large proportion would be impossible for us did we not corrode and grind our own White Lead. We are the only paint makers in Canada who do. The guaranteed formula is 70 per cent. pure White Lead, 30 per cent. pure White Zinc. To your customer it assures higher power of endurance for the job and finer appearance. Briefly, it means better value.

Better value—Better business. Why not invite the one with the other? Write us.

BRANDRAM-HENDERSON LIMITED

Montreal Halifax St. John Toronto Winnipeg

PREVAILING MARKET PRICES.

Toronto, January 2nd, 1913

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 25

Antimony, per lb..... 0 11

Brass rods, ½ to 1 inch... 0 23
Sheets, up to 20 gauge.. 0 27
Tubing, 1 inch, base ... 0 26

Copper ingots, casting.....0 19½
Sheets, plain, 14 oz. base 0 29
Sheets, tinned, 14 oz. base 0 30
Sheets, plenished, 14 oz. base 0 37
Sheets, braziers 0 29
Bars, round ½ to 2 in... 0 27

Black Sheets, 28 gauge base,
Toronto 3 00
Montreal 2 80

Canada Plates —
Ordinary, 52 sheets, Toronto 3 10
All bright, 52 sheets..... 4 15

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—
22 gauge, per squire 6 75
24 gauge, per square 5 50
26 gauge, per square 4 2
28 gauge, per square 4 00

Galvanized Sheets.	Fleur de Lis	Queen's Head
16-20 gauge	3 45	3 70
22-24 gauge	3 40	3 75
26 gauge	3 80	4 15
28 gauge	4 15	4 35

Case lots 25 cents less.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black, base, 1 inch..... 4 54
Galvanized, base, 1 inch..... 6 19

Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers 60 and 10; flanged, unions, 70; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.

Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

Bar Iron, per 100 lb... ..... 2 00
Forged iron 2 20
Refined horseshoe iron.. 2 30
Sleigh shoe and mild steel 2 15
Iron finished steel, 2 15 2 25
Fire steel 2 35
High speed steel 0 65

Pig Iron, car lots, f.o.b. Toronto
Canadian foundry, No. 1 21 00
Middlesboro, No. 3 24 25
Radnor (charcoal) 32 50

Lead, Canadian pig..... 5 50
Imported pig, 100 lb. 5 50
Bar pig..... 7 00
Sheets, base, 2½ lb.sq. ft 6 00
Pipe and waste 9 00
Traps and bends .....30 p.c.

Solder, half and half, lb., 30

Spelter, foreign, per 100 lb. 7 25

Sheet Zinc 8 25

Tin, ingots, 100 lb..... 53 00

Tin Plates, charcoal—
M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

"Dominion Crown Best"—Retinned.

I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.
I C, 14x20 base 4 35

Terne Plates.

I C, 20x28, 112 sheets	7 50
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates.

I X X, 14x60, 50 sheet bxs	7 00

Tinned Iron.

72x30 up to 24 gauge, case lots	7 75
72x30 up to 26 gauge, case lots	8 50

Scrap Metal, Dealers' Buying Prices -

Heavy Copper and Wire lb.	13
Light copper bottoms	10½
Heavy red brass	11
Heavy yellow brass	
Light brass	06½
Tea lead	02½
Heavy lead	3½
Scrap zinc	4½
No. 1 wrought iron	8 00
Machinery cast scrap, No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—
Gallon tins..... 1 00 1 10

Chemicals, in casks, per lb.—

Arsenate of lead	0 10½
Sulphate of copper (blue Stone)	0 06
Litharge, ground	0 09
Litharge, flaked	0 10
Green copperas (green vitriol)	0 01
Sugar of Lead	0 09

Colors in Oil—

Venetian red, 1-lb. tins, pure	0 12
Chrome, yellow, pure	0 20
Golden ochre, pure	0 13
French ochre, pure	0 12
Chrome green, pure	0 10
French permanent green, pure	0 15
Marine black, 25 lb. irons	0 09
Signwriters' black, pure	0 17

Glue, in sheets..... 0 10 0 15
1 lb. packages (Brantford) 0 25

Petroleum—

Can. Prime white, gal.	0 12
U.S. Water white	0 13½
U.S. Pratt's astral	0 15½
Castor oil, per lb., in bbls.	0 08 0 09
Motor Gasoline, single bbls.	0 17½
Benzine, per gal, single bbls.	0 15½

Putty— 1st.
Bulk 100 lb. drums.....3 50
Bladders in barrels.....3 75

Ready Mixed Paints—
Per gallon, qt. tins. 1 65 2 00

Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt. ....
Genuine, 100 lb. kegs, per cwt. ....

Shingle Stains—
In 5-gallon buckets..... 0 95

Turpentine and Linseed Oil—

Pure Turpentine, single barrels	0 61
Linseed Oil, single barrel, raw	0 57
Linseed Oil, single barrel, boiled	0 60

Rosin, "G" grade, bbl. lots, 100 lbs. 3 60

Varnishes, per gal. cans—

Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½ pints,, per gross	8 00
Pure white shellac varnish, in barrels	1 75
Pure orange shellac varnish, in barrels	1 70

White Lead ground in oil—
Canadian pure, less than tons. 8 40
Canadian pure, ton lots 8 25

White Zinc—
Extra Red Seal, V.M. (dry) 0 07½
Pure, in 25-lb. irons (in oil)..... 0 10

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50

Toronto, 15 p.c.

Miscellaneous—

Beeswax, per lb.	0 45
Orange mineral, 100 lb. kegs	0 09½
Pine tar, ½ lb. tins, doz.	0 60
Plaster of Paris, bbl.	3 00
Paris white, bbls.	0 90
Whiting, gilders, bolted	1 00
Whiting, plain	0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05¾

Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.

Forges—
Blacksmith's portable, 135 lbs., ... 9 85

Horse Nails—
$2.80 per box base No. 9 and larger; Samson No. 10 base 2 25

Horseshoes—Iron, light & medium, No. 1 and smaller, $3.75; No. 2 and larger, $3.50; snow pattern, No. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.

Wire Nails, base..... 2 40
Cut nails—Montreal, $2.40; Toronto, $2.60.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.

Annealed Wire, base $2.50

Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.

Clothes Line Wire—No. 19, $2.10 per 100 ft.

Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.

Fine Steel Wire—25 per cent.

Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.

Poultry Netting 2-in. mesh, 19 w.g., 60 and 2½ p.c.

Smooth Steel Wire—base, $2.35.

Wire Fencing, car lots—Toronto
Galvanized, barb 2 25
Galvanized, plain twist .. 2 60

Fence Staples—Bright, $2.60; galvanized, $2.85.

Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅜, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.

Wrought Staples—

Galvanized	2 85
Plain	2 60

Vises, per lb. 0 12

Hinged pipe vise, 25 lbs.	3 55
Saw vise	4 50 5 00
Blacksmiths', 60; parallel,	45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00

Axes — Single bit, per doz. 6 00 9 00
Samson 9 0
Double bit, per doz. 10 00 12 00

Bench axes	6 75 10 00
Broad axes	22 75 25 00
Hunters' axes	5 00 6 00
'Boys' axes	5 75 6 50
Lathing hatchets	4 70 10 00
Shingle hatchets.	1 45 6 75
Claw hatchets	1 70 5 00
Barrel hatchets	5 50 6 85

Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder. "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs.: net extras as follows: chilled 40c.; buck and seal 80c.; No. 28 ball $1.20 per 100 lbs; bags less than 25 lbs. ½c. per lb. f.o.b. Montreal, Halifax and St. John. f.o.b. Toronto, Hamilton and London, add 25c. per 100 lbs.

Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.
Tobin High Speed, 50 and 5; Tobin Never-Choke, 60 and 5.

Barn Door Hangers—
Double straphangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25

Bolts and Nuts—
Carriage Bolts, common new $1 list.
Carriage Bolts, ⅜ and smaller, 60 and 15 p.c.
Carriage Bolts, 7-16 and up, 55 p.c.
Carriage Bolts, Norway Iron ($3 list), 60 p.c.
Machine Bolts, ⅜ and less 65 and 5 p.c.
Machine Bolts, 7-16 and up, 57½ p.c.
Plough Bolts, 55 and 5 p.c.
Blank Bolts, 57½ p.c.
Bolt Ends, 57½ p.c.
Sleigh Shoe Bolts, ⅜ and 55 and 10 p.c.
Sleigh Shoe Bolts, 7-16 and larger, 50 and 5 p.c.
Coach Screws, new list, 70-10 p.c.
Nuts, square, all sizes, 4¼ c. per lb. off.
Nuts, hexagon, all sizes, 4¼ per lb. off.
Stove rods, per lb., 5 ½c to 6c
Stove Bolts, 80.

JAMIESON'S
Floor Enamel

will please your most discriminating customers and make them "regulars."

Because it dries quickly, takes a high gloss, wears like iron and will stand repeated washings; Jamieson's Floor Enamel is an established leader in this line.



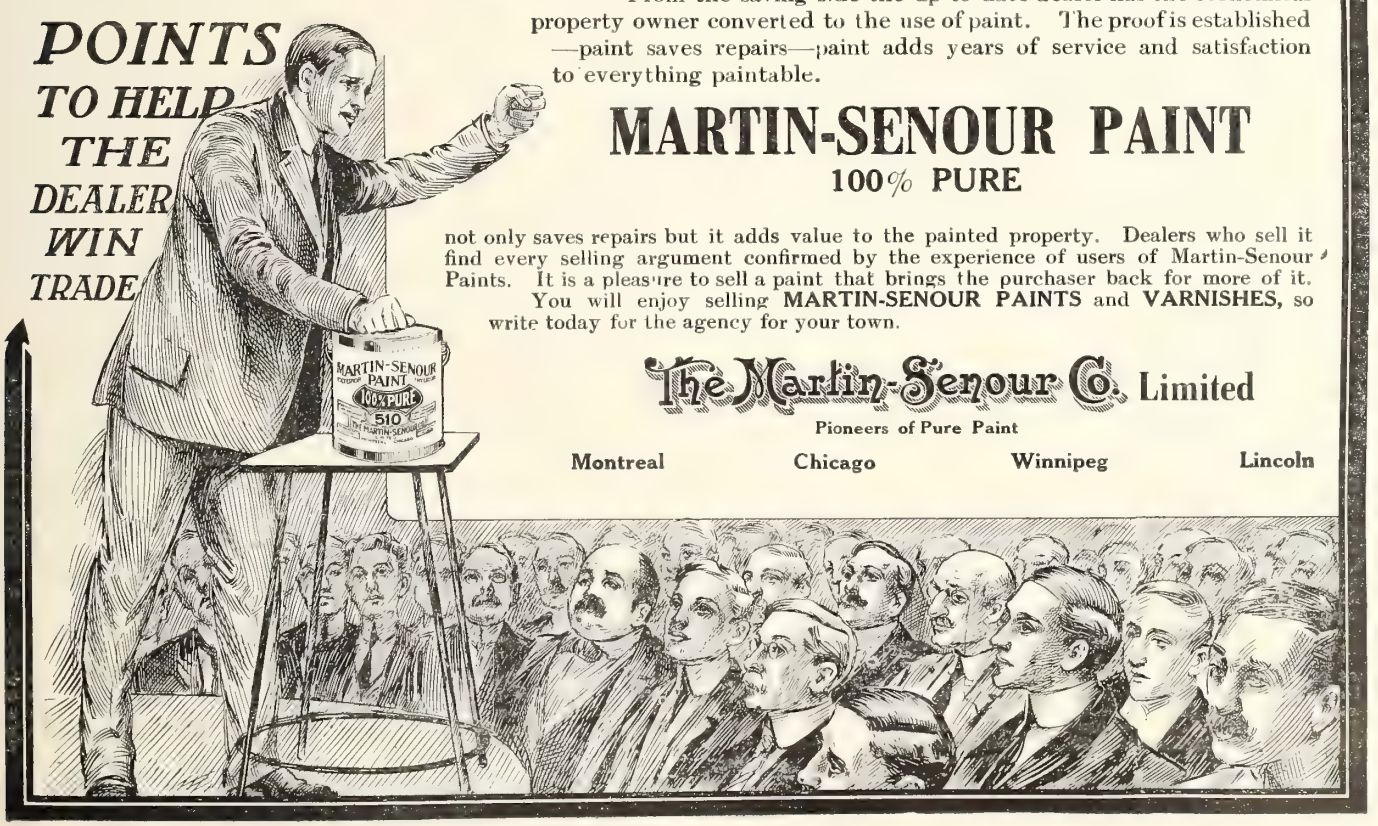
It's a splendid profit maker and easily sold
Comes in seven shades

R. C. Jamieson & Co.
Established in 1858 — MONTREAL — Limited
Owning and Operating
P. D. Dodds & Co. Limited

WRITE US ABOUT THE AGENCY IN YOUR TERRITORY

13

SELLING POINTS TO HELP THE DEALER WIN TRADE



THE ECONOMY OF PAINT

From the saving side the up-to-date dealer has the economical property owner converted to the use of paint. The proof is established —paint saves repairs—paint adds years of service and satisfaction to everything paintable.

MARTIN-SENOUR PAINT
100% PURE

not only saves repairs but it adds value to the painted property. Dealers who sell it find every selling argument confirmed by the experience of users of Martin-Senour Paints. It is a pleasure to sell a paint that brings the purchaser back for more of it.

You will enjoy selling **MARTIN-SENOUR PAINTS** and **VARNISHES,** so write today for the agency for your town.

The Martin-Senour Co. Limited
Pioneers of Pure Paint
Montreal — Chicago — Winnipeg — Lincoln

Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells, No. 1, $1.65.

Building Paper, Etc.—
Tarred slater's paper, per roll 0 70
O.K. paper, No. 1, per roll 0 95
Plain Fibre, No. 1, per 400 ft. roll 0 50
Tarred Fibre, No. 1, per 400 ft. roll 0 62
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll.. 0 40
Resin sized Fibre, per roll 0 42
Asbestos building paper, per 100 lbs. 4 00
Heavy straw, plain & tarred, per ton 37 00
Carpet Felt, per 100 lbs.. 2 60
Tarred wool roofing felt, per 100 lb 2 00
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 75
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll. 1 15
3 ply complete, per roll. 1 85
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 65, 10 and 5 p.c.

Cement—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe—
2 inch, in 10 ft. lengths.. 3 80
3 " " .. 4 00
4 " " .. 5 28
5 " " .. 7 26
6 " " .. 8 80

Door Knobs—Canadian, 45 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 50 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—
8 in. in 100 ft. lengths.. 2 90
10 " " .. 3 15
12 " " .. 3 68
15 " " .. 5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American, Kearney & Foot, Globe, all 75; Black Diamond and Nicholson 66⅔; Jewett's (English list) 27½ Delta 66⅔.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 p.c.—
Samson, best quality, 47½ per cent.
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 45 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring) — Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz., $7.00.
Lift Tabular and Hingle Plain, per doz., $5.25.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70

Locks and Keys—Canadian 50 and 10 per cent.

Mallets— Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—
Sisal rope 0 12
Pure Manilla rope 0 17
"British" Manilla ... 0 3
Cotton, 3-16 inch and larger 0 24
Russia Deep sea 0 16
Jute 0 09½
Lath Yarn, single 0 11½
Lath Yarn, double ... 0 11½
Sisal bed cord, 48 feet, per doz. 0 65
Sisal bed cord, 60 feet, per doz. 0 80
Sisal bed cord, 72 feet, per doz. 0 95

Cotton clothes line, 18 off.
Bag, Russian twine, per lb. 0 27
Wrapping, cotton, 3-ply twine 0 26
Wrapping, cotton 4-ply twine 0 30
Mattress twine, per lb. 0 45
Staging twine, per lb. 0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 90
Mrs. Potts, No. 50, nickle-plated, per set..... 1 00
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—
Sectional, ½ lb. each, per 100 lbs. 2 5
Solid, 3 to 30 lbs. 1 70

Sash Cord—No. 8, per lb. 0 31½

Screws—Wood, F.H., bright and steel ..... 85 10 and 7½
Wood, R.H., bright 80 10 and 7½
Wood, F.H., brass ..75 10 and 7½
Wood, R.H., brass ..70 10 and 7½
Wood, F.H., bronze 70 10 and 7½
Wood, R.H., bronze 65 10 and 7½
Drive screws .....85 10 and 7½
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 p.c.
No. 3 and 4 grade, 45 per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples—
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes —
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 35
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent
Plain and retinned, 75 and 12½.

Traps (steel game) — Newhouse, 30 per cent.
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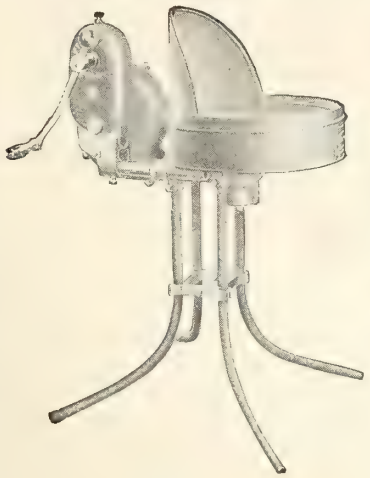
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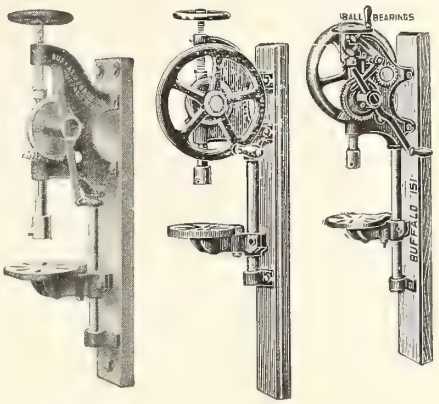


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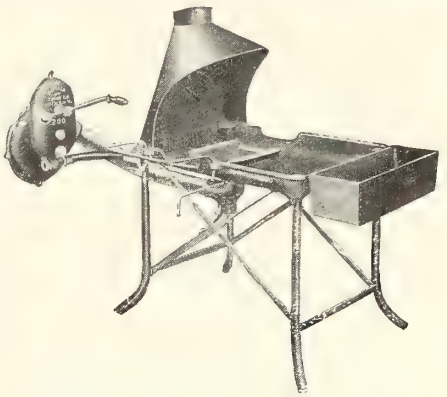
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Wright's Nestable Galvanized Garbage Pails

WITH PRESSED COVERS

These Pails nest snugly, and are shipped in a good strong crate. The two inside Pails cannot possibly be damaged, and the outside Pail is well protected.

At a slight additional cost we stripe these Pails with a broad blue band. This enhances their appearance greatly, and is well worth the small additional cost.



No. 1
Height of Pail, less cover.....14 inches
Diameter of Pail, less cover.....12 inches
Weight, uncrated, each ..... 12 lbs.



No. 2
Height of Pail, less cover... .16 inches
Diameter of Pail, less cover .13½ inches
Weight, uncrated, each.... 10 lbs.



No. 3
Height of Pail, less cover.....18 inches
Diameter of Pail, less cover .....15 inches
Weight uncrated, each..... .....12 lbs.

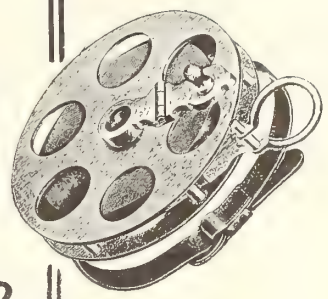
E. T. WRIGHT & CO. - HAMILTON, CAN.

H. G. WRIGHT

LUFKIN

IS A NAME AND TRADE-MARK STANDING FOR THE VERY BEST IN THE LINE OF

Measuring Tapes and Rules

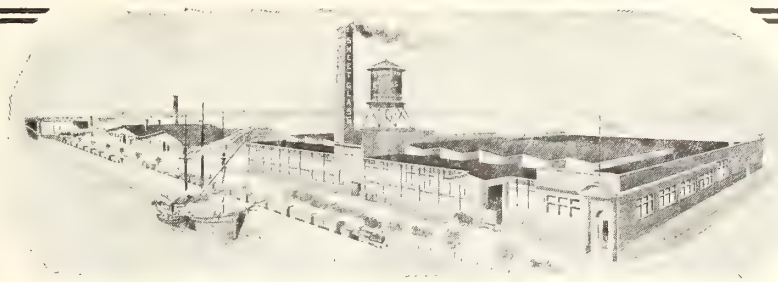


Our extensive advertising in Canada has created a demand that every progressive dealer should be able to satisfy.

DOMINION MADE

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

RED
S
BRAND WINDOW GLASS



GLASS BENDERS TO THE TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY — Plate, Window, Figured, Stained, Wired, Bent, Mirror and Ornamental Glass — TORONTO

Start the New Year

with the sifter you can recommend

The Burrows Patent Dustless Rocker Ash Sifter

Can be Used in the House

The ashes can be sifted and cinders dumped into scuttle without dust escaping, **this cannot be said of any other ash sifter.**

Convenient height, cannot clog, large space for ashes to spread rapidly and sift freely. Easy to work, mostly self acting, double rims and double screens, scuttle fits dust-tight.

Write To-day for Full Particulars, Prices, etc.

The Burrows Mfg. Co.

611 King Street West, Toronto

We Ship Promptly

Try us for

Cordage
Wrapping Twines
Cotton Duck
Oiled Clothing

We are sole selling agents
The Hopkins Mfg. Co., Limited
Mfrs. of Bags, Tents, Tarpaulins, Flags
and
The Dominion Waste Mfg. Co., Limited
Mfrs. of Cotton and Wool Waste

Scythes & Company Limited

TORONTO — MONTREAL

J. J. TURNER & SONS

The Largest Manufacturers in Canada of

Tents, Flags, Awnings, Sails, Horse Blankets, Waterproof Goods, Coal Bags and every description of Camping Goods.

Send us your orders for Tents and keep them in stock. They are put up in bags to keep them clean.

J. J. TURNER & SONS

Peterborough, Ont. **Regina, Sask.**

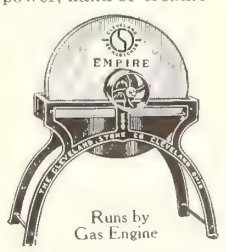
CLEVELAND TRADE MARK GRINDSTONES

Sell the Cleveland

The Grindstone With This Trademark

Protects you from the unfair competition of inferior grindstone. Protects your customers. All sizes—fine or course grit—power, hand or treadle—the line is complete, and your profits are generous.

Our advertising campaign now running makes this the time to go after increased grindstone business in earnest. Cleveland Grindstones are genuine Berea or Huron stone unequalled for uniform grit and necessary grinding hardness.



Runs by Gas Engine

The Cleveland Stone Company

Cleveland, Ohio

They Hit the Right Spot



High Standard Selling Helps

EVEN Paint as good as Lowe Brothers' wouldn't interest you long if too long on your shelves.

So selling helps mean much to the Agent who would succeed. Lowe Brothers, Limited have covered every conceivable detail of legitimate co-operation between agent and maker.

Newspaper and Farm Journal advertising—posters—window cards and displays and the most complete follow-up campaign on prospective paint users ever seen in Canada.

Part of this follow-up is composed of attractive booklets:





"Good Homes by Good Architects"—for the folks about to build.
"Common Sense About Interiors"—including the Principles of Decoration.
"Homes Attractive from Gate to Garret"—a charming booklet in colors.
"Paint and Painting"—a practical book for practical use.

These, and many other just as instructive, help to educate all those interested in painting.







WAIT

for our man. He will give you a unique demonstration of comparative paint values and a plain straight forward statement of our proposition.





Johnson Paint & Varnish Co., Limited
Vancouver, B.C.

Lowe Brothers

Limited

TORONTO

Lyon-Monkhouse, Limited
Winnipeg, Man.

ONE DOLLAR YEARLY FEBRUARY, 1913.

CANADIAN HARDWARE
STOVE & PAINT JOURNAL

VOL. 5. Published Monthly by The Commercial Press, Limited, 32 Colborne Street, Toronto No. 2.



Come The Time February 17-21 The Place Hamilton The Event Hardware Convention The Girl Bring Her

CABLE ADDRESS | "Tobingun" WOODSTOCK, ONT.

Tobin Simplex Guns

OFFICE OF
Tobin Arms Mfg. Co., Limited
MAKERS OF FINE FIREARMS

WOODSTOCK, ONT., CANADA 19

OUR INVITATION.

Dear Sir:—

We expect to see you at the Hardware Exhibition in Hamilton February 17th to 21st and have prepared a new proposition that we believe will interest you. See us at Booth No. 92.

We have put in some hard work to make this the best Exhibition of Hardware, and convention of Hardware people that has happened in the country, and think it is one of our duties to have some inducement to offer you as a business proposition when you are there. We have it and want to talk it over with you.

Yours very truly,
TOBIN ARMS MFG. COMPANY, LIMITED.

Frank M. Tobin
VICE-PRES'T
Woodstock, Ont.

AND NOW FOR THE

Hardware Exhibition

And Ontario Retail Hardwaremen's Convention

HAMILTON 17th to 22nd FEB.

There will be so much worth while to see and do that you simply can't afford to miss it

"GOOD CHEER"

Stoves and Furnaces

WILL BE THERE

And a peep into modern stove and furnace construction such as they offer, is an education in itself

The Canadian Hardware Manufacturers' Exhibitors' Association is to be your host as to the exhibition and entertainment, and as members of the Association, we bid you welcome

AND WE WANT YOU TO COME, SURE

Look us up at the sign of "GOOD CHEER"

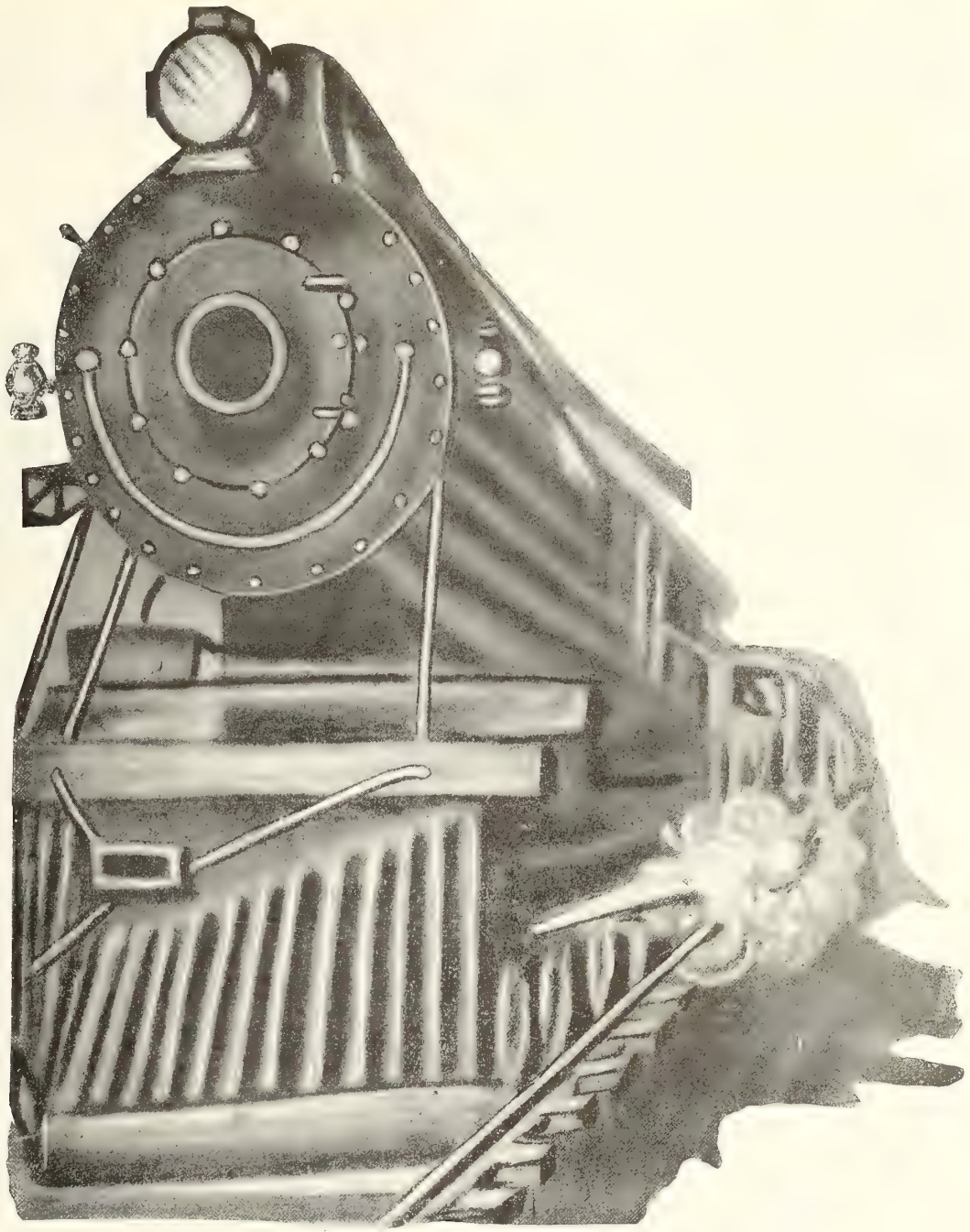
The James Stewart Mfg. Company, Limited

WOODSTOCK, ONT.

Canadian Wholesale Hardware Directory

The following firms will be pleased to quote prices, or have their traveling salesman confer, with retail hardware dealers, regarding lines advertised by manufacturers in Canadian Hardware, Stove and Paint Journal.

A. M. Bell & Co., Limited	Halifax, N.S.
Wm. Stairs, Son & Morrow, (Established 1810)	Halifax, N.S.
Emerson & Fisher, Limited	St. John, N.B.
T. McAvity & Sons, Limited	St. John, N.B.
W. H. Thorne & Co., Limited	St. John, N.B.
Caverhill, Learmont & Co.,	Montreal, Que.
Frothingham & Workman, Limited	Montreal, Que.
L. H. Hebert & Cie., Limited	Montreal, Que.
Lewis Bros., Limited	Montreal, Que.
Starke-Seybold, Limited	Montreal, Que.
Wood, Vallance & Co.	Hamilton, Ont.
Hobbs Hardware Co., Limited	London, Ont.
H. S. Howland, Sons & Co., Limited Manufacturers Graham Nails, Samson Brand Farm Tools, Bldg. Paper, Etc.	Toronto, Ont.
Rice Lewis & Son, Limited	Toronto, Ont.
Kennedy Hardware Co., Limited	Toronto, Ont.
James Ashdown Hardware Co., Limited	Winnipeg, Man.
Marshall-Wells Co., Limited	Winnipeg, Man.
Merrick-Anderson Co., Inc.	Winnipeg, Man.
Miller-Morse Hardware Co., Limited	Winnipeg, Man.
Wood, Vallance, Limited	Winnipeg, Man.
Peart Bros. Hardware Co., Limited	Regina, Sask.
J. H. Ashdown Hardware Co., Limited	Saskatoon, Sask.
J. H. Ashdown Hardware Co., Limited	Calgary, Alta.
Wood, Vallance & Adams	Calgary, Alta.
Marshall Wells Alberta Co., Limited	Edmonton, Alta.
Revillon Bros., Limited	Edmonton, Alta.
Martin Finlayson & Mather, Limited	Vancouver, B.C.
McLennan, McFeeley & Co., Limited	Vancouver, B.C.
Wood, Vallance & Leggatt, Limited	Vancouver, B.C.



RUSH LETTER ORDERS

For goods which are wanted in a hurry, write out your order and mail it to us. To get the goods to you on time we will use the utmost despatch.

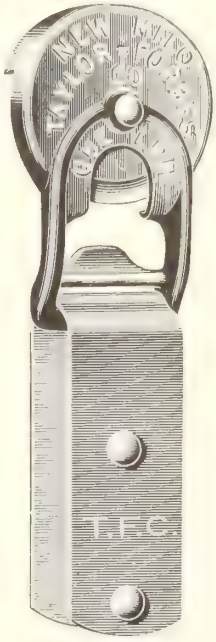
H. S. Howland, Sons & Co., Limited

Wholesale Hardware

We Ship Promptly TORONTO **Our Prices are Right**

GRAHAM NAILS ARE THE BEST

Help Canada Grow by Selling



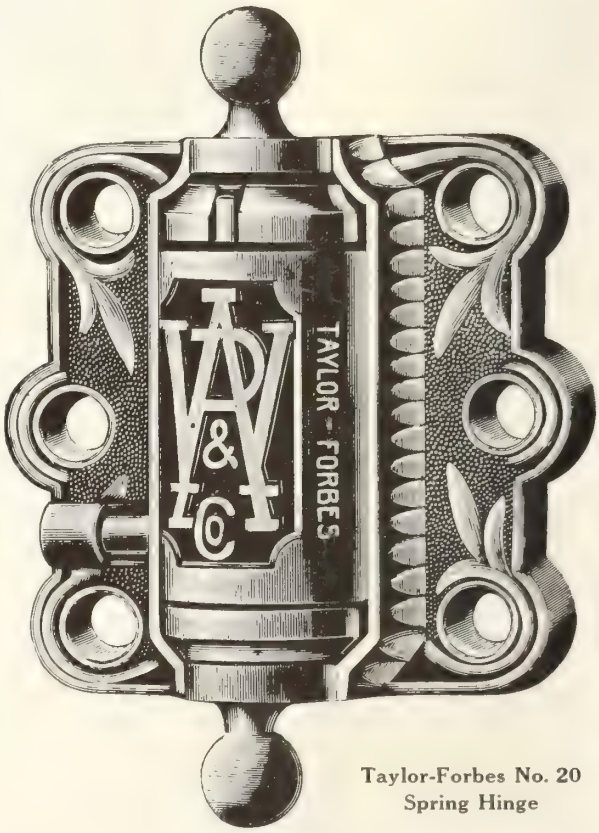
Front View

Some Seasonable Sellers

The dealer who does business with an aim to getting repeat orders is the man who is going ahead—the man who gains the confidence of his customers and wins the most trade. Such being your object you will undoubtedly recognize and appreciate the quality of the lines here illustrated. They're rapid, profitable sellers from the word "go."

Screen Door Hinges

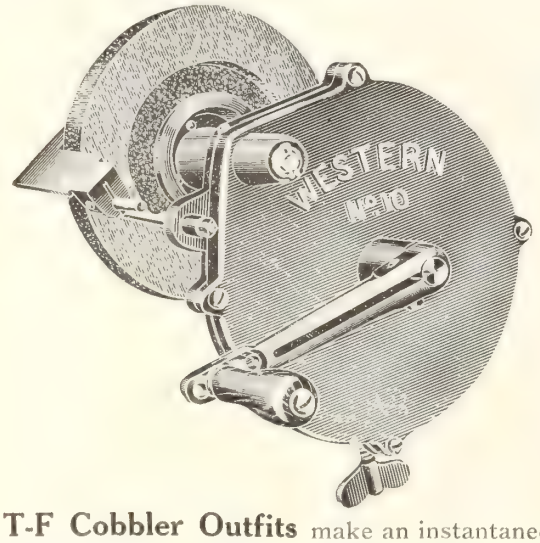
These Screen Door Hinges are notable examples of Taylor-Forbes quality. The springs are made of the best oil-tempered crucible steel, the castings of the finest grey iron produced. They are constructed according to high Canadian standards and backed by an indestructible guarantee of many years' standing.



Taylor-Forbes No. 20
Spring Hinge

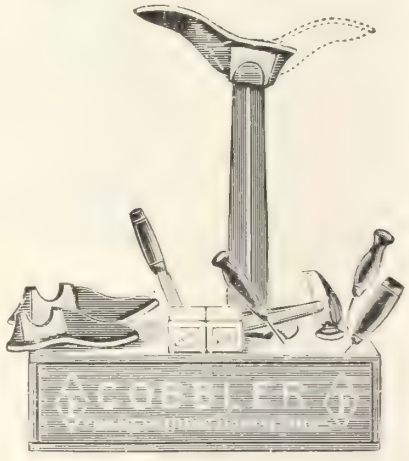
Milo Barn Door Hangers

embody every feature in hanger construction that conduces to strength, durability and efficiency. They are the easiest running hangers on the market and guaranteed to give universal satisfaction. Get your stock in early; the demand will be a big one.



The Western Tool Grinder

There's a vast difference between this grinder and an ordinary grindstone — the Western Grinder is noiseless, dirtless, chainless, the easiest running and most durable grinder on the market. The wheel is a corundum grinder, 7x1 inches. Its cast gears are encased and friction reduced to the minimum. Each grinder is packed in a box and weighs only twenty pounds.



T-F Cobbler Outfits make an instantaneous appeal to your farmer customer and handy man. Each part is constructed of the finest material and by the most expert mechanics. The utility and durability of these outfits make them rapid sellers.

See our Big Display at the Hardware Convention

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 53 1-2 Dock St., St. John, N. B.
Canadian United Mfrs. Agency, London, Eng.

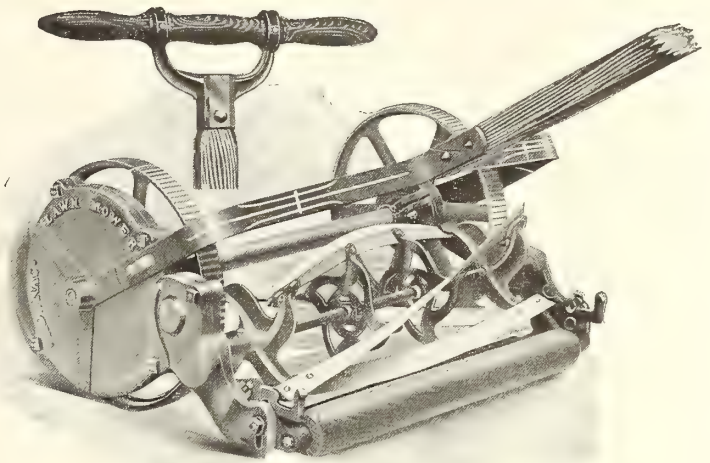
Taylor-Forbes Company

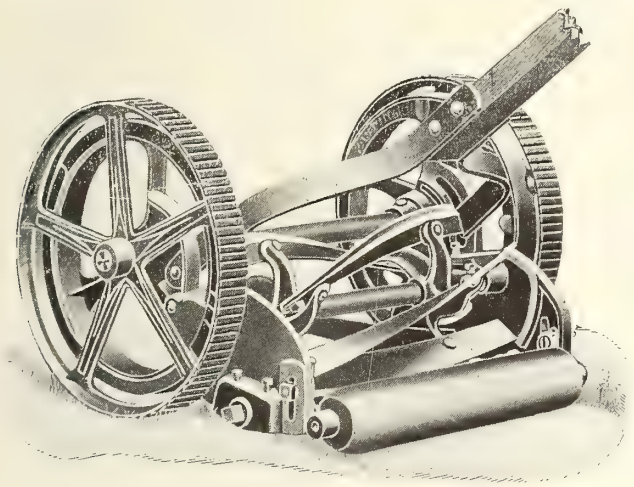
Canadian Made Quality Goods

There are no better Lawn Mowers made anywhere

than Taylor-Forbes Lawn Mowers. Nothing but the highest grade material and expert workmanship is ever used in their construction and we are the only concern in Canada making an absolute specialty in this line.

The name "T-F" is synonymous with all that is perfect and up-to-date in Lawn Mower construction.





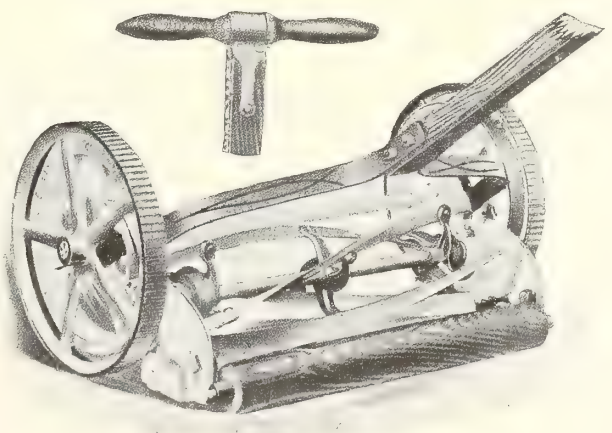
The Adanac Lawn Mower has four extra heavy and wide crucible steel blades tempered in oil, spring steel open cylinder, self sharpening gears. Sizes, 17, 19 and 21 inches.

The Woodyatt. Open cylinder, 10½ in. drive wheels. First high wheel mower made. Four knives. Sizes, 12, 14, 16, 18, 20 inches.

The Empress. Four knife cylinder, 10½ in. drive wheels. Specially prepared polished steel shafts. Best ball bearing machine made. 12, 14, 16, 18, and 20 inches.

Other members of the T-F Mower family include the **"Star," "Daisy," "Philadelphia," "Mayflower"** and the **"Ontario."** A mower for every lawn—prices just right. Get particulars from your jobber or write us direct—it will pay you.

When the jobber's salesman calls on you, insist on Canadian made lawn mowers. Make him sell you Taylor-Forbes Lawn Mowers because they've been Canada's best machines for 25 years. If he won't supply you, write us direct. We can give you any size or style machine you want. And get your orders in now, so you will have mowers when you want them next season.



Meet us at Hamilton, February 17 to 21

Limited, Guelph, Ontario

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B. C.
J. B. H. Rickaby, Victoria, B. C.

ST. CROIX DESIGN

IN CAST BRASS OR IRON



No. 8485



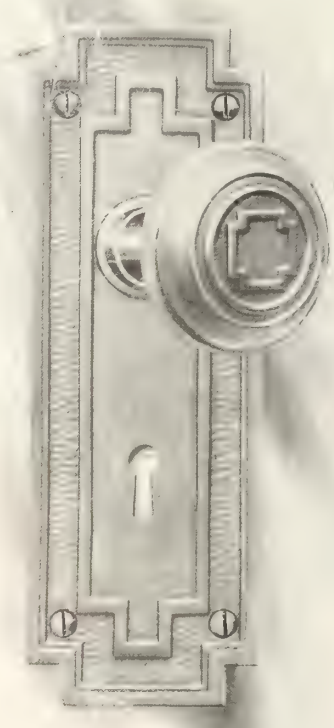
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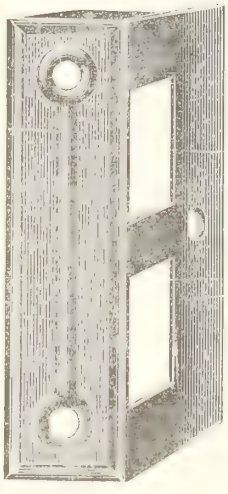
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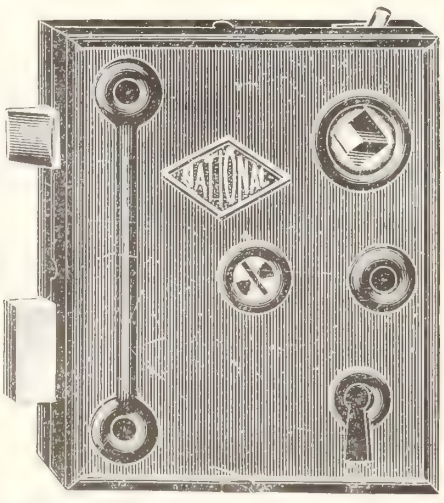
A NEW FACTORY

During the past year we have more than doubled our factory and equipment. In fact it is a new plant, and we are ready to fill your requirements promptly with the very finest goods to be had in the Builders' Hardware line. All the staple lines are kept constantly in stock. We invite your enquiry. The large jobbers all carry them.



No. 8425







Steel Rim Locks

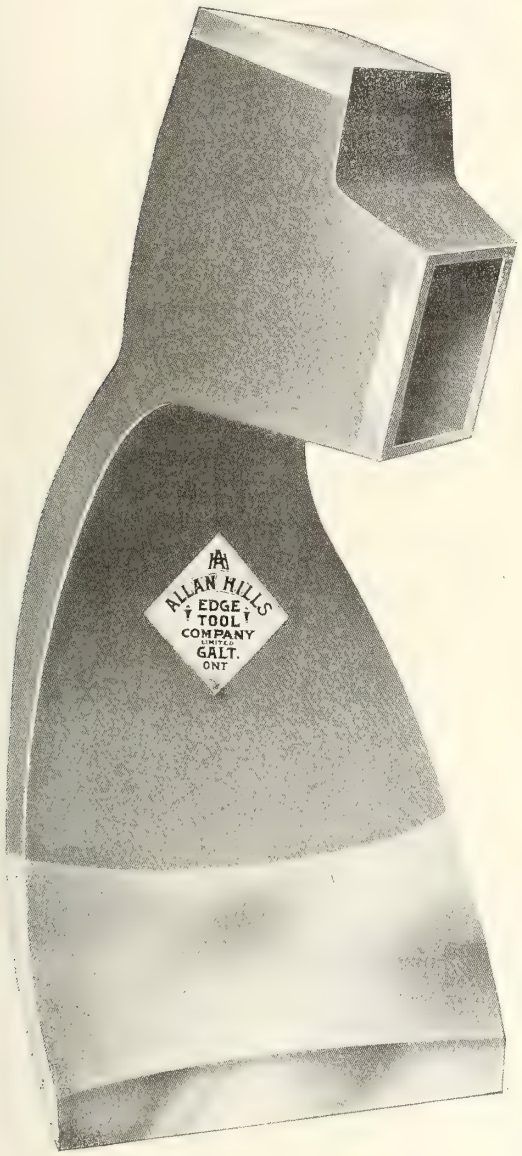
We are the pioneer makers in Canada of steel rim locks. They are great favorites and are fast displacing the old cast type of lock. They are always ready. Try them.

National Hardware Co.

LIMITED

Manufacturers of Builders' Hardware

ORILLIA - ONTARIO



The Recognized Standard

Bench Axes, Adzes, Chopping Axes have a crucible steel bit of Sheffield Steel. This method of manufacture although expensive produces a very superior article.

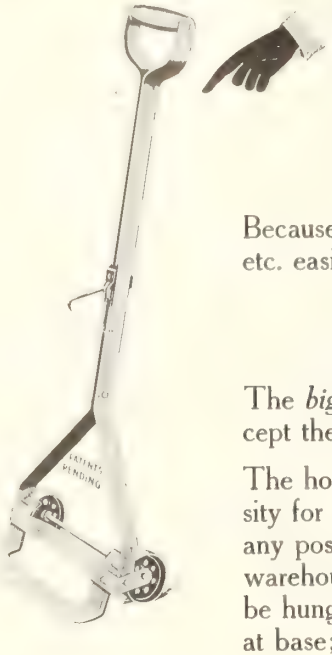
We harden in water, not oil, thereby obtaining the only satisfactory tool for use in wood.

In case of defects we instantly replace.

Allan Hills Edge Tool Co.

LIMITED

Galt - Canada



The "All-'Round" Steel Truck

A handy thing for your store and for your customer's stores

Because it handles boxes, barrels, trunks, milk cans, garbage cans, bags of grain, etc. easily **with one hand.**

Weighs only 17 pounds, you can hang it on a hat hook or it will stand by itself

The *biggest* truck for a little one and the *niftiest* for a strong one,—all *steel* except the cast iron wheels. Runs on its *rubber* tread so quietly you can't hear it.

The hook grabs the top of box, barrel, can or bag, and does away with necessity for reaching over and pulling same on truck—hook stays where placed at any position on frame. Indispensable for offices, milk dairies, breweries, stores, warehouses, etc. For private homes its uses are manifold. Stands alone or can be hung on a nail: it is very strong, though light; 45 inches long, 14 inches wide at base; easily operated with one hand; hook drops out of way when not in use

No store equipment is up-to-date without one. Tell us to ship one.

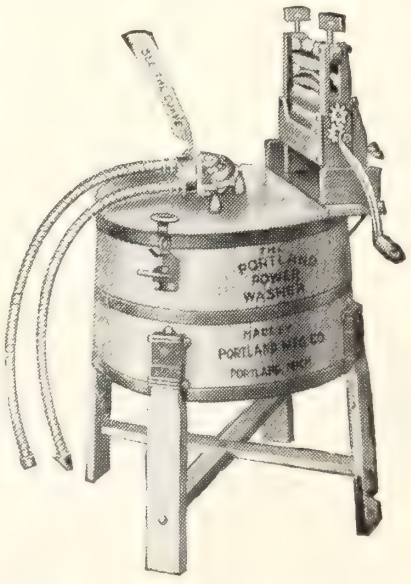
Henderson & Richardson Board of Trade Building **Montreal**

The Portland Power Washer

Requires only 18 to 20 lbs. Pressure to drive the direct drive motor

No gearing, hence no friction or lost motion. No oiling and a price within reach of all.

No outside gears, belts or chains to endanger childrens' lives.



A washer that is easy to sell and one which *stays* sold.

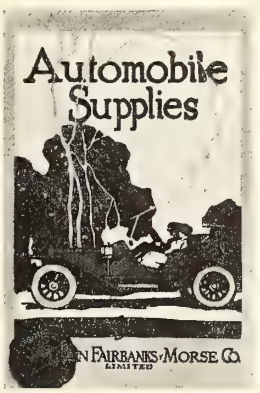
Last but not least—it is a profit maker.

Henderson & Richardson Board of Trade Building **Montreal**

Sole Canadian Agents for **PORTLAND MFG. CO., Portland, Mich.**

Largest Manufacturers of Washing Machines in the World

Get These Two New Catalogs Before You Stock Your Automobile and Motor Boat Supplies





They are just off the press and we want every hardware dealer in Canada to be sure to get a copy at once. We carry a complete line of standard automobile and motor boat supplies at all our various Branch Houses and can ship goods the same day ordered.

The quality of these supplies are absolutely of the very highest grade, and they are of the many well-known makes that the Canadian trade demands. Not only do the manufacturers stand back of them, but we as Canadian distributors guarantee their quality.

The very liberal discounts that we allow dealers enable them to obtain a handsome profit on this business.

The extensive advertising campaign conducted in behalf of these goods makes them easy to sell.

A limited edition of these two catalogs has been published, so you had better write for your copy without delay.

THE CANADIAN FAIRBANKS-MORSE CO.

LIMITED

TORONTO MONTREAL WINNIPEG ST. JOHN SASKATOON OTTAWA CALGARY VANCOUVER

"Reliability in Rubber"

GUTTA PERCHA & RUBBER LTD. LIMITED. TRADE MARK

RUBBER GOODS
FOR THE HARDWARE TRADE

We make Hose of all kinds; Packings to suit every requirement; Belting for all purposes; Tubing, Valves, Valve Discs, Force Cups and Plumbers' Supplies, Wringer Rolls, Rubber Mats and Matting, Stair Treads, Interlocking Rubber Tiling, Automobile, Carriage and Truck Tires, Etc., Etc.

SEND FOR CATALOGUE AND BOOKLETS

Gutta Percha & Rubber, Limited

Successors to

The Gutta Percha & Rubber Mfg. Co. of Toronto, Limited

TORONTO, MONTREAL, WINNIPEG, CALGARY, VANCOUVER
SYDNEY, MELBOURNE AND PERTH, AUSTRALIA

Good! It's Nicholson Made

That's what skilled mechanics say—and they are authorities on files.

We have been building a reputation *on high quality files* for nearly fifty years, and you will find that

Nicholson Made Files are Real Trade Builders

Any of the Nicholson trade marks on a file means fine steel—sharp cutting teeth—even temper—great lasting quality. By keeping a complete stock you bring to your store high-grade workmen—the class whose trade you want.

Our Made in Canada Brands are:

American
Great Western
McClellan
Kearney & Foot
Globe
Arcade
J. B. Smith
Eagle

Sold by all leading jobbers

Nicholson & Co.

(Dominion Works)

Port Hope - Ontario

THE IMPERIAL STEEL & WIRE CO., Limited

Wire Products

WIRE
- Bright
- Annealed
- Oiled and Annealed
- Hay Baling
- Cut and Straightened
- Soft Drawn
- Stove Pipe
- Spring
- Rivet
- Stone
- Fine Steel Wire
- Galvanized
- Coppered

TINNED WIRE
- Mattress
- Broom
- Bottling
- Bookbinders
- Stitching
- Tagging
- Piano
- Florists
- Millinery

PIN WIRE

BALE TIES

WIRE NAILS
- Bright
- Barbed
- Coated
- Blued
- Fine
- Cigar Box

WIRE SPIKES
- Bright
- Ship

STAPLES
- Fence
- Poultry Netting
- Bed

POULTRY NETTING
- All widths, 12 to 120 in.

LAWN FENCING

Consult Us for Your Requirements

in

Wire and Wire Products

Head Office and Works:
Collingwood,
Ontario

Branch Office:
608 Temple Building,
Toronto, Ont.

Davidson's Enameled Ware

We Make Enameled Ware Kitchen Utensils in an almost endless Variety of Styles

and there's enough difference in the quality to make the discriminating public think it well worth while to ask for and demand our

Widely known Brands of "COLONIAL" or "PREMIER"

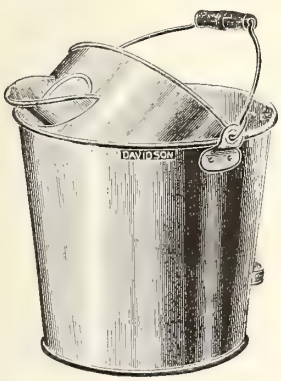
Each Piece
Looks Well
Wears Well
and the
Colors are
Pleasing



Resists Fire
Fruit Acids
and
Stands the Daily
Hard Knocks

Our Full Line of Household Goods is Listed and Beautifully Illustrated in our No. 40 Catalogue. If you have not got a copy on file, write at once

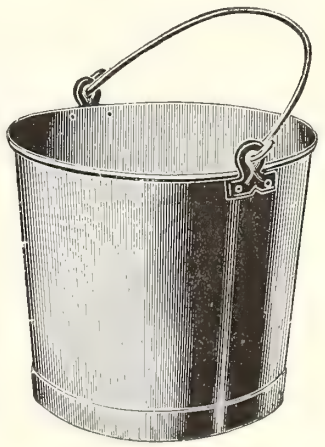
We can also supply every need for the



DAIRY, KITCHEN or TINSHOP

IN

Tinware, Sheet Iron and Steel Ware
Galvanized Ware, Copper Ware
Etc., Etc.



The Thos. Davidson Manufacturing Co., Ltd.

MONTREAL - WINNIPEG - TORONTO



Dominion made

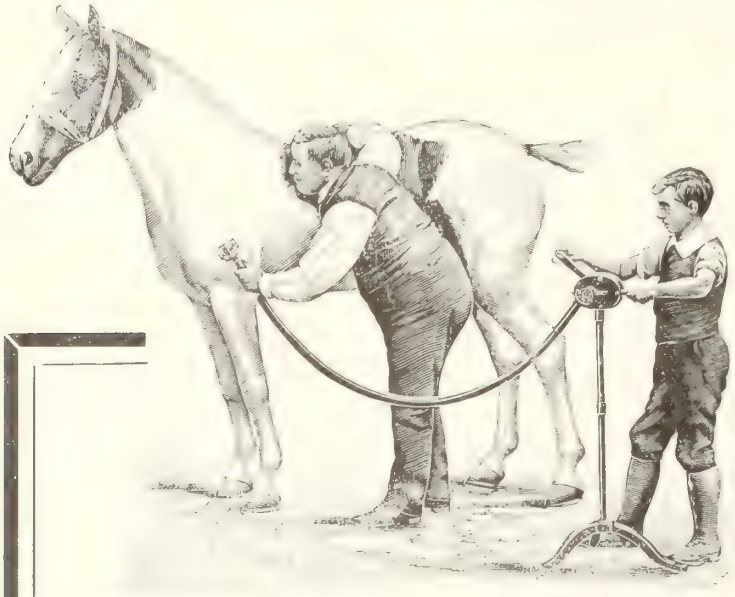
AMMUNITION

is made to kill

OUR SOFT NOSE BULLETS
ARE LARGE GAME GETTERS



Dominion Cartridge Co.
LIMITED
Montreal, Canada



BURMAN'S CLIPPERS

Bring Repeat Orders

and are rapid sellers on account of construction, finish and price. A sale of one of these clippers represents another satisfied customer — who will come back again for this and other lines.

It Pays to Handle Burman's

Hand Clippers, Power Clippers, Clippers of all Kinds

Large Stock Prompt Shipments Spare Parts

Order through your jobber or direct.

SOLE AGENTS FOR CANADA

B. & S. H. THOMPSON & CO., Limited, Montreal



YOUR Customers get the goods for which they pay. ¶ You should be as sure of getting the money for the goods you sell.

Whether you do or not depends entirely on the system you use in conducting your business.

The old way was to depend on memory and habit.

With our new system, you can depend on machinery which enforces accuracy and stops mistakes in your store.

The *National Cash Register* will systematize your business, so that you will be as sure of getting all your profits as your customers are of getting their goods.

It will pay you to investigate. Call or write.

The National Cash Register Company

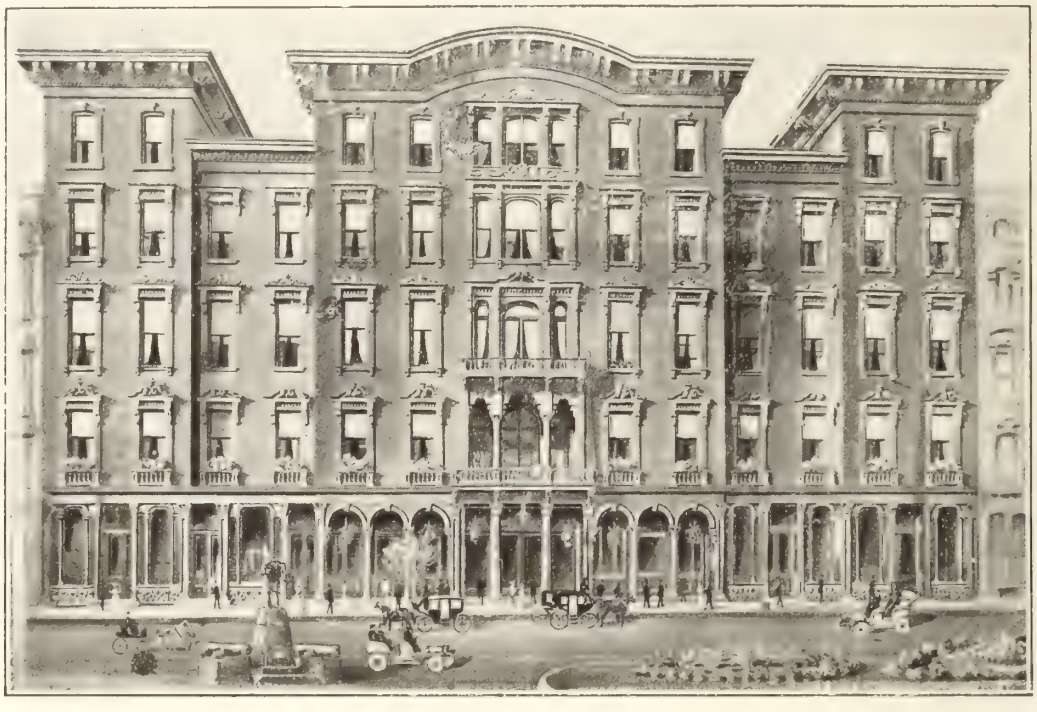
Headquarters for Canada: 285 Yonge St., Toronto

Canadian Factory: TORONTO

WALDORF HOTEL, HAMILTON

RETAIL HARDWARE ASSOCIATION
CONVENTION HEADQUARTERS

FEBRUARY 17 to 21, 1913



Reserve Accommodations Early

Past Experience shows the advisability of securing hotel accommodation in advance at convention time.

The Waldorf has been selected by the Executive of the Retail Hardware Association as their headquarters.

The rates are reasonable, $2.50 per day (room without bath) and $3.50 per day (room with bath) meals included.

Write for reservations Now

WALDORF HOTEL - HAMILTON

R. B. Gardner - Proprietor

HAMILTON SECTION

Make your plans to attend the Eighth Annual Convention of the Ontario Retail Hardware and Stove Dealers' Association and to see the big Exhibition of Hardware, Stoves and Paints in the 13th Regiment Armouries, during the Convention, the dates being February 17 to 21, 1913.

Hamilton is the greatest hardware manufacturing centre in Canada and the logical place to hold the Convention. A profitable time is ensured all who visit the "Hardware City" next February.

WIRE NAILS

Laidlaw Wire Nails and Staples (made in all sizes) are the Standard for Canada.

If you want to build up a trade in goods of superior quality write us for prices.



BALE TIES

We have facilities for turning out the highest grade Baling Wire and Bale Ties. Our goods allow the dealer a good profit and guarantee satisfaction to your customer.

THE LAIDLAW BALE-TIE CO., HAMILTON, ONT.

Geo. W. Laidlaw, Vancouver, B.C. **Harry F. Moulden, Winnipeg, Man.**



The Best Offer in the Saw Business

You can now buy Saws, made in Canada, that will delight your best mechanics. Of finer material and more scientifically made than any other in the world.

This picture shows a man who has used this "self same" Saw for thirteen years. It has always stood up to its work because it was made as good Saws should be made.

ATKINS Sterling SAWS

You can more profitably push this kind of tools because they bring and hold the best trade and pay the largest legitimate profit. A money-back guarantee behind them and a world of selling help—free—no strings tied to it—at your command.

WRITE US FOR DETAILS.

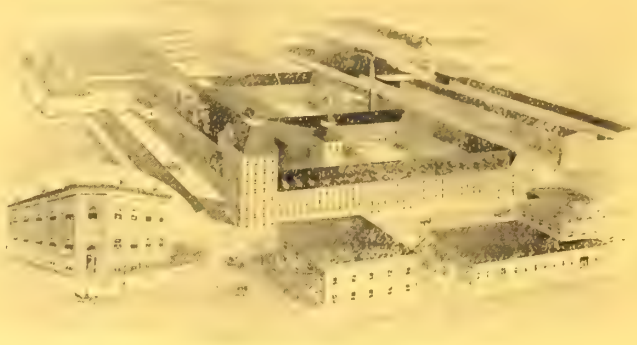
E. C. ATKINS & CO.

Makers of Sterling Saws

Factory: HAMILTON, ONT., Branch: VANCOUVER, B.C.

Greening Goods Are Reliable Goods

Wire Rope



Wire Cloth

Perforated Steel, Brass, Copper, Zinc, Steel Wire Chains

The better trade is now demanding *Bronze Cloth* on their doors and windows.

Every Retailer should have a few rolls in stock.

Tell your Jobber to ship some with your spring order.

Get our quotations on Woven Wire for any purpose. Also on Window Guards, Tool Room Partitions, Mining Screens, etc., and on Wire Rope for all purposes, Steel Wire Chains and Perforated Metals.

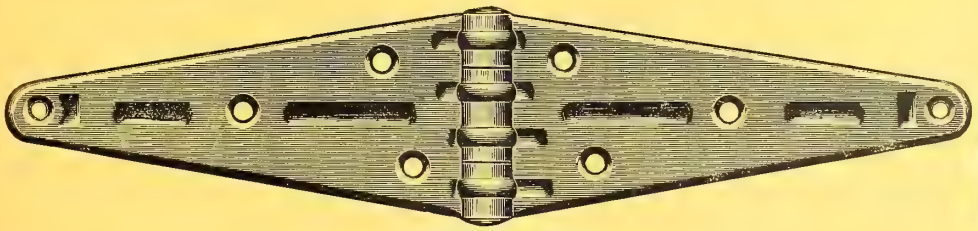
OUR BIG OUTPUT MEANS CLOSE PRICES.

CATALOGUE AND SAMPLES MAILED ON REQUEST.

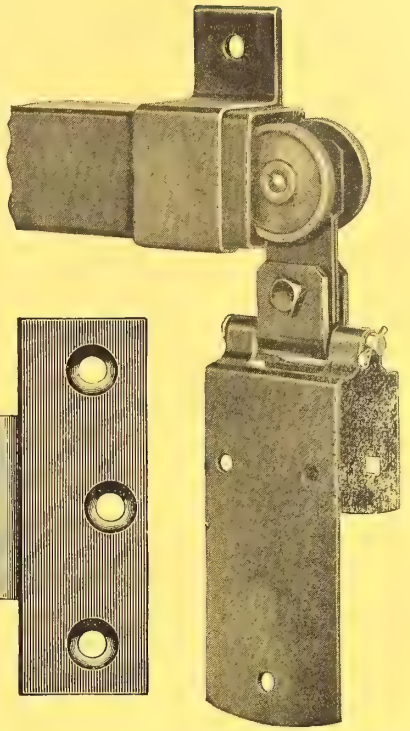
We will be glad to see all the trade when in Hamilton.

The B. Greening Wire Co., Ltd.

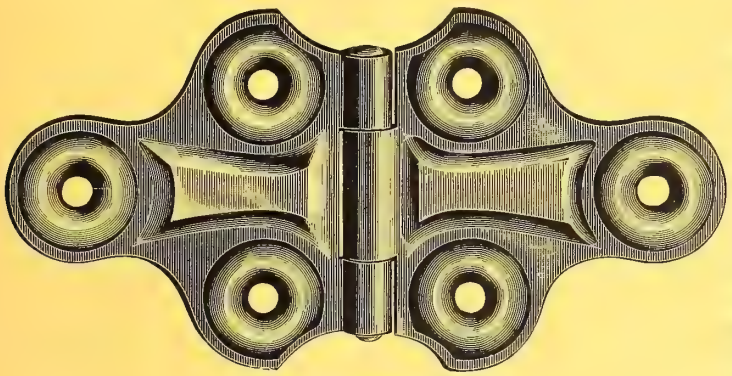
HAMILTON, ONT. : MONTREAL, QUE.



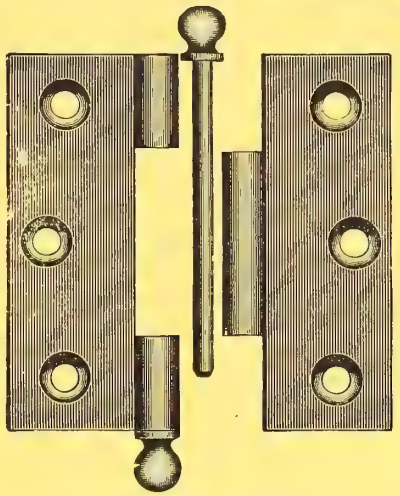
Corrugated Strap Hinges



The Hatch Trolley Hanger



No. 404 Embossed Butts



No. 592 Ball Tip Butts

CRESCENT BRAND

BUILDERS' HARDWARE

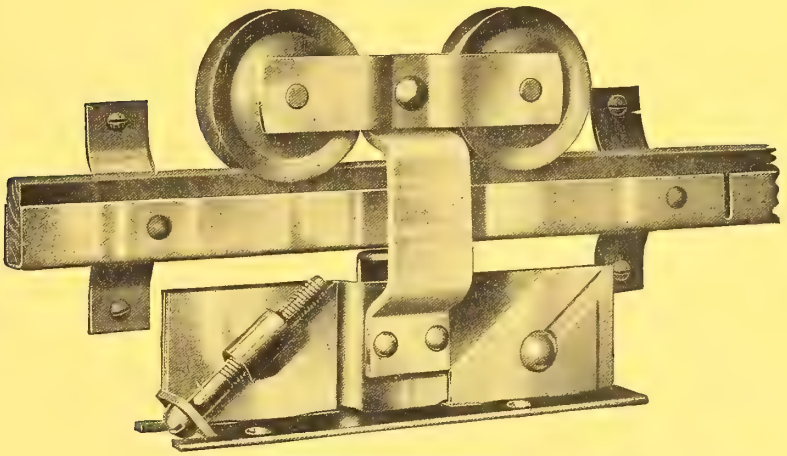
Our reputation as successful manufacturers is behind all our products. Crescent Brand Hardware is made to contain exclusive and desirable features.

Canada Steel Goods Co.

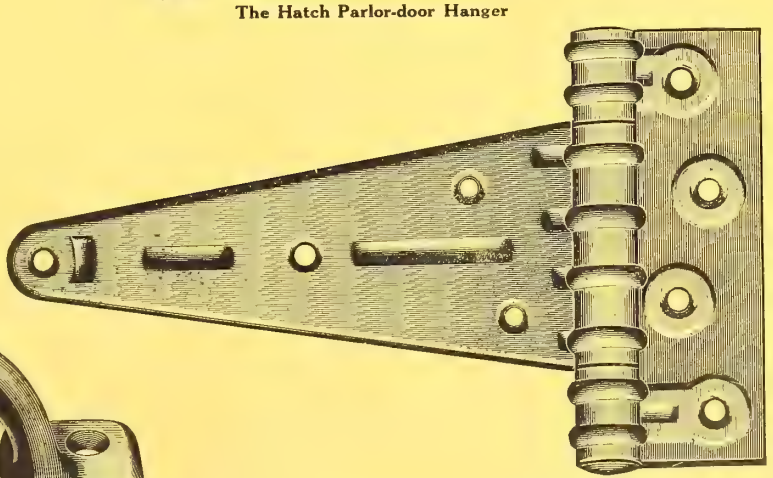
Limited

Hamilton - - Ontario

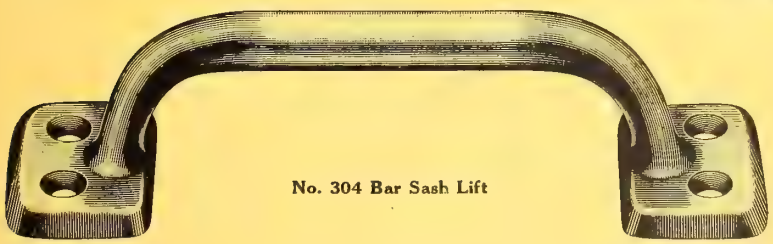
The Hatch Trolley Hanger is the Best and is Built for Lasting Service



The Hatch Parlor-door Hanger



Corrugated Tee Hinges



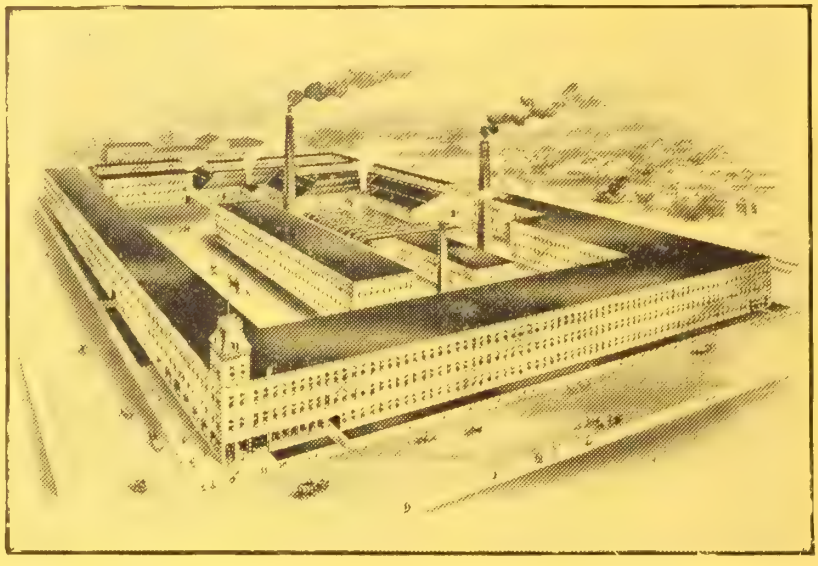
No. 304 Bar Sash Lift

Prepare for the big building boom of 1913

THE HOME OF
Jewel Stoves and Ranges

ESTABLISHED 1864

JEWEL TRADE MARK



INCORPORATED 1898

JEWEL TRADE MARK

Just around the corner from the Armories where the Hardware Exhibition will be held

Manufacturers of all kinds of Heating and Cooking Stoves and Ranges for either coal or wood, manufactured or natural gas, constructed of steel or cast iron



¶ A large and beautifully illustrated catalogue of 170 pages is issued, showing 350 VARIETIES of Steel Ranges for coal or wood; 120 VARIETIES of Cast Iron Ranges for coal or wood; 40 VARIETIES of Cooking Stoves for coal or wood and 80 VARIETIES of Steel and Cast Iron Heating Stoves.

¶ A separate catalogue of GAS STOVES of 80 pages is issued, showing 125 VARIETIES of Gas Cooking Ranges and Gas Heating Stoves.

¶ A third catalogue of 48 pages shows the many styles of JEWEL WARM AIR FURNACES for heating dwellings, stores, schools, etc.



¶ The Burrow, Stewart & Milne Co., Limited, are also well known as the makers of IMPERIAL STANDARD SCALES, everything in the shape of a weighing machine being produced; from a small Druggist's Scale weighing one drachm to a great Railway Track Scale weighing 150 tons.

¶ See their catalogue of 128 pages showing Imperial Standard Scales and Trucks.

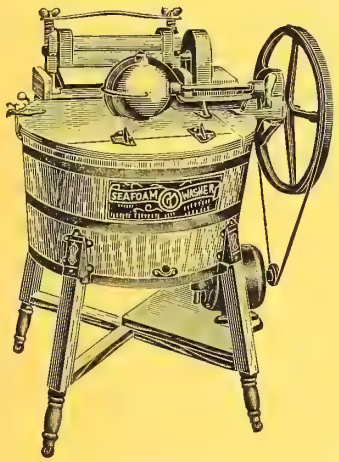
¶ The Burrow, Stewart & Milne Co., Limited, are the largest makers of CURRY COMBS under the British flag.

The Burrow, Stewart & Milne Co., Limited
Hamilton - Ontario

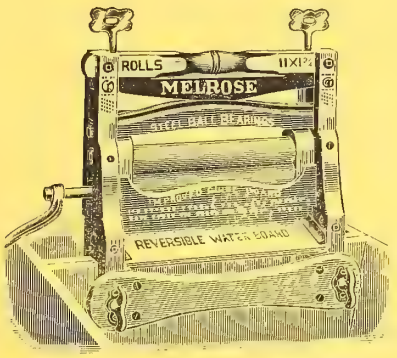
Washing Machines and Clothes Wringers

The Kind That

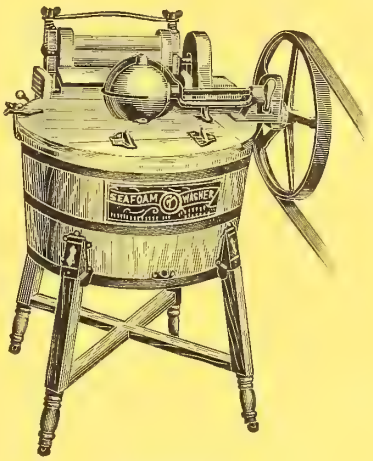
Run Easy, Wash Clean, Wring Dry and Last Long



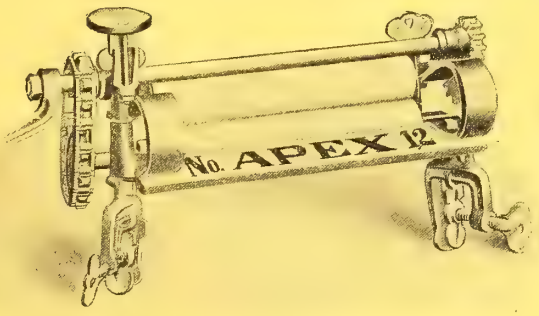
SEAFOAM A.
(Electric)



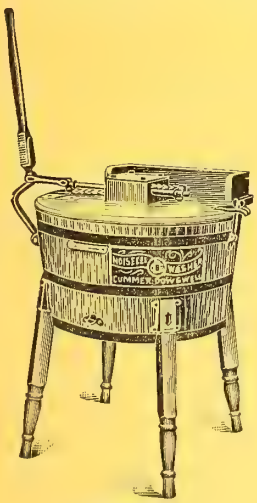
MELROSE



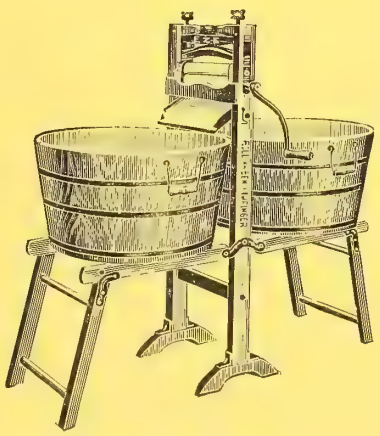
SEAFOAM B.
Engine Drive)



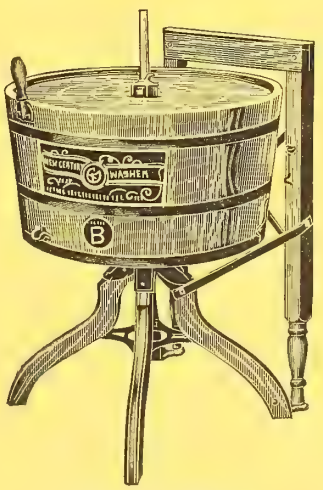
No Branch of the Hardware Trade Attracts More Custom or Yields Better Returns.



NOISELESS



EZE FOLDING BENCH



NEW CENTURY B.

Agents:
W. L. Haldimand & Son
Montreal
H. F. Moulden & Son
Winnipeg

Cummer-Dowswell Limited Hamilton Canada

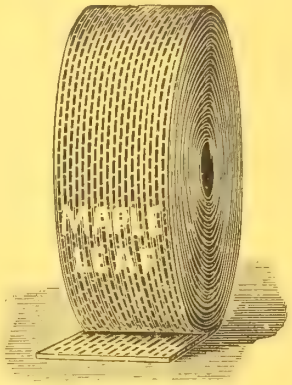
TO THE HARDWARE TRADE

If you are not already doing so, study your own interests and order a stock of

"Maple Leaf" Brand Stitched Cotton Duck Belting

It will give you a better return for the money invested than any other kind of belting.

Get a move on among the factories in your neighbourhood, and you will be convinced of the utility of stocking "**Maple Leaf.**"



You should know our jobber's prices. If you don't, write us, and we will be pleased to post you.

"**Maple Leaf**" is the strongest, truest running, most economical and efficient belt on the market.

Manufactured only by **Dominion Belting Co., Limited**

HAMILTON, ONTARIO

Western Representatives

DAVID PHILIP
Winnipeg, Man.
291½ Portage Ave.

TEES & PERSSE, Ltd.
Calgary, Alta.

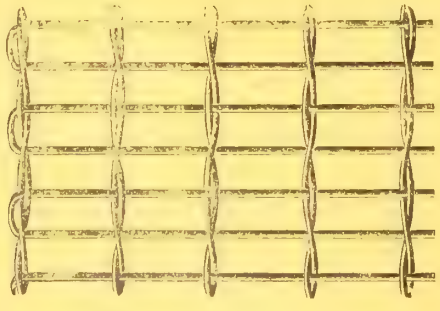
R. A. OGILVIE,
Vancouver, B.C.
P. O. Box 856

CANADA WIRE & IRON GOODS Co.
Hamilton, Canada.

Eastern Representative

JAS. S. PARKS,
446 St. Paul St.,
Montreal

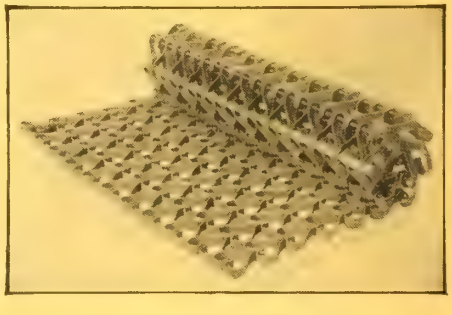
We manufacture Wire Guards for Skylight and Factory Windows, Basement Windows, Stable Windows, and Stall Partitions, Tool Room Partitions and Lockers



Wire Cloth for all Purposes

We Specialize in Jail and Prison Work and Ornamental Iron Work.

We Solicit Your Inquiries



Flexible Door Mats

The Hester System of Metal Store Front Construction is the Recognised Leader



As a retail merchant you are always looking for the best in window construction. While at the Convention in Hamilton, step across the street from the Waldorf Hotel and see the Mills Hardware store, illustrated above.

We would also be pleased to have any merchant attending the Convention, who is interested in Modern Store Front Construction, visit our offices at Queen and Peter Streets. Take a York Street car at the City Hall.

CANADIAN STORE FRONT COMPANY

HAMILTON PHONE 3550 ONTARIO

GAS SOLDERING FURNACES

FOR ARTIFICIAL
OR
NATURAL GAS



RELIABLE
AND
ECONOMICAL

This is the best GAS SOLDERING FURNACE on the market today for heating soldering irons. They burn with air and gas together at a proportion of about 92 per cent. of air and 8 per cent. of gas at a time, and they give an excellent heat. We make two sizes, single and double burner. The cost is small in comparison with the efficiency of the furnace. Write for prices.

The Brown Boggs Co., Ltd., Hamilton, Can.

Tinsmiths' and Sheet Metal Workers' Tools—Presses and Dies—Canning Machinery

Cold Drawn, Turned and Polished Steel

Shafting

ROUNDS
⅛ in. to 6 in. Dia.

SQUARES
¼ in. to 2 in.

HEXAGONS
¼ in. to 2¼ in.

and FLATS
up to 1½ in. x 3 in.



The Plants of The Canada Steel Goods Co. and Canadian Shovel and Tool Co. are right beside us.

Free Cutting Screw Stock, Piston and Pump Rods

The Canadian Drawn Steel Co., Limited

HAMILTON - ONTARIO

SOUVENIR
Famous For Good Baking
RANGES

"This Mark of Trade means Master Made"

Come and see our "Master Made" Stoves, Ranges, Furnaces, Registers, Builders' Hardware, etc., at the

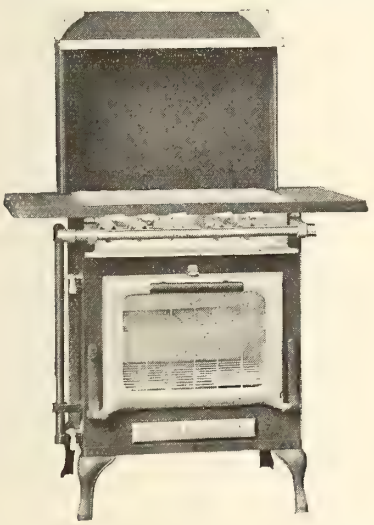
Hardware and Stove Exhibition

and Ontario Retail Hardware and Stove Dealers' Association Convention

Hamilton, Feb. 17-21

You cannot afford to miss this worth while opportunity—it's a chance for a hard-working hardwareman to successfully mix pleasure with business.

We will have many New Lines of Goods to show in the Center of the Exhibition Hall



And our display will be one of the features of the Exhibition. Come and discuss your Stove problems with us—we will demonstrate how easily you can increase your stove sales.

The Invitation is Yours—Come!

Hamilton Stove & Heater Co., Limited

(Successors to Gurney, Tilden & Company, Limited)

Hamilton, Ontario

TILDEN, GURNEY & CO., LTD., Winnipeg, Calgary, Vancouver

BEAT IT! What? THE CARPET How?

WITH WRIGHT'S CARPET BEATERS

They are the kind your customers want—light, flexible, efficient



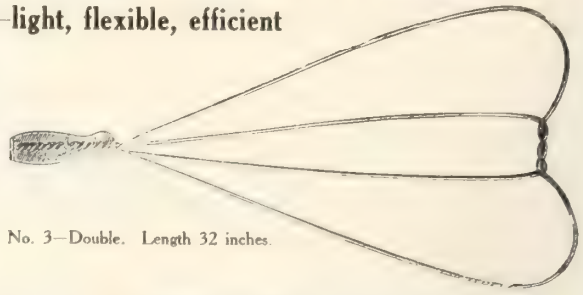
No. 1—Single Length, 32 inches.

Wooden handles clinched on.

They WON'T come off.

Coppered Wire.

1 Doz. in a bundle.



No. 3—Double. Length 32 inches.

ORDER NOW—Spring Housecleaning Starts Soon—YOU NEED THEM.

E. T. WRIGHT & CO., Hamilton, Can., Winnipeg, Vancouver, Toronto

(H. G. WRIGHT)

The "BAYARD" Baby Automatic Pistol, Calibre .32 (7.65 m/m)

The Little Giant—A Midget High Power Automatic

The .32 cal. (7.65 mm) "BAYARD" Pistol has been designed to meet the demand for a POCKET pistol COMBINING EASINESS OF MANIPULATION AND SIMPLICITY OF CONSTRUCTION WITH MAXIMUM EFFICIENCY.

Its size is that of a .25 cal. pistol, although it shoots THE POWERFUL .32 CAL. CARTRIDGE.

The "BAYARD" pistol possesses consequently THE ADVANTAGE of having a size REDUCED TO THAT OF THE .25 CAL. PISTOLS and a CAL.



OF .32, GENERALLY CONSIDERED EFFECTIVE and heretofore found only in pistols of greater bulk. These features make the "BAYARD PISTOL" the IDEAL POCKET ARM.



"BAYARD" AMMUNITION

The .32 cal. (7.65 mm) "BAYARD" Cartridges adapted to Automatic Pistols of this calibre have no equal on the market as to quality, regularity of charges, penetration, etc. We are specialists in the manufacturing of this class of ammunition and guarantee against misfire, hangfire, etc.

FOR SALE BY ALL LEADING WHOLESALE HARDWARE HOUSES

MONARCH TYPEWRITERS

The King of all Writing Machines

JUST THE THING FOR THE UP-TO-DATE HARDWARE MAN

Remington Typewriter Co., Limited

MONARCH DEPARTMENT

144 Bay Street, Toronto, Ontario

We Ship Promptly

Try us for

Cordage
Wrapping Twines
Cotton Duck
Oiled Clothing

We are sole selling agents

The Hopkins Mfg. Co., Limited

Mfrs. of Bags, Tents, Tarpaulins, Flags

and

The Dominion Waste Mfg. Co., Limited

Mfrs. of Cotton and Wool Waste

Scythes & Company Limited

TORONTO MONTREAL

The PARMENTER BULLOCH CO. Limited

GANANOQUE, ONT.

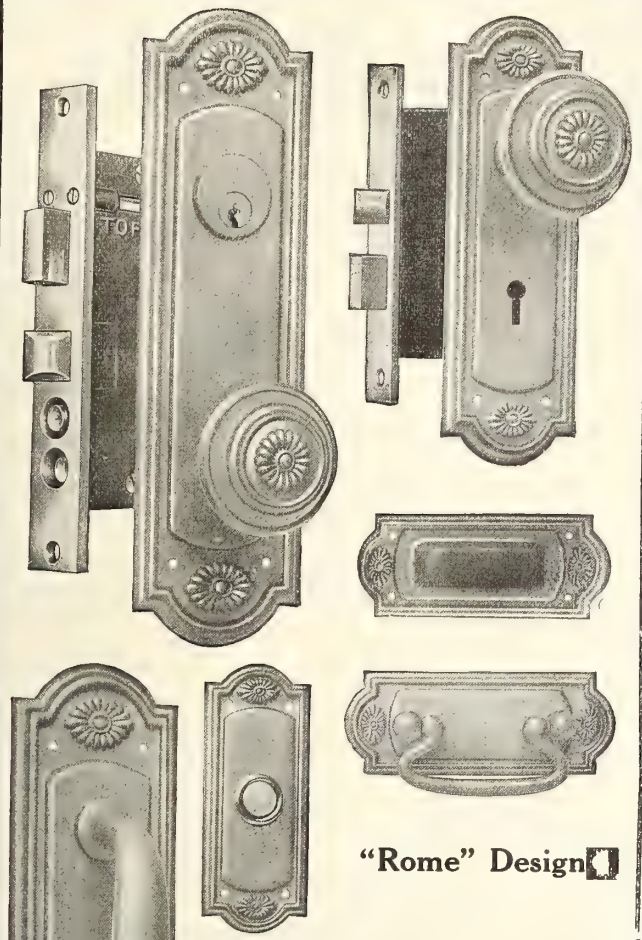
Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.



THE IMPROVED KEYSTONE DEHORNER

A 4-sided, sliding, shear cutting, Dehorning Knife that does its work in an instant with but an instant's pain. Agricultural Colleges and Veterinary Surgeons commend the KEYSTONE—The quickest, cleanest and easiest dehorner made. If your Jobber cannot supply you, write me, and I will send full particulars of my special proposition to retailers.

R. H. McKENNA, 219 Robert Street, Toronto.



"Rome" Design

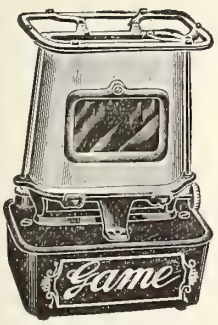
BUILDERS' HARDWARE

Oil and Gas Stoves

Gray Iron Castings, Dampers, Damper Clips, Furnace Lamps, Molasses Gates, Oil Can Faucets, Bungs, etc., etc.

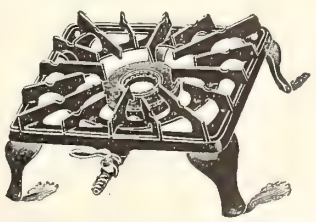
Send for complete descriptive catalogues and price list of over 600 items.





The Taylor & Boggis Foundry Company

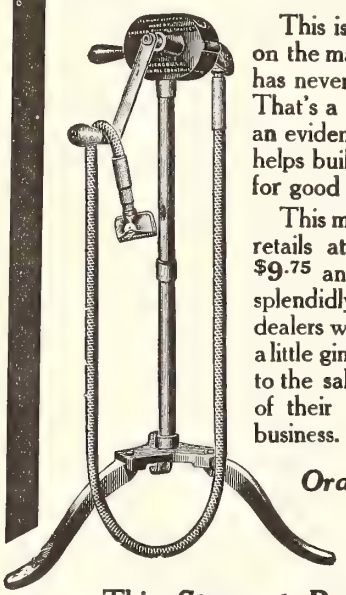
Cleveland, Ohio
Sixth City



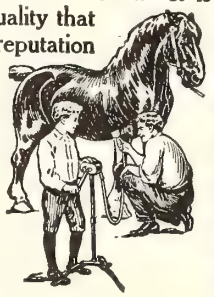
Every Horse in Your Community is Entitled to a Spring Hair Cut

It is time to order forward your stock of the famous

Stewart Ball Bearing Clipping Machine. *Retails at ONLY, IN CANADA,* **$9.75**



This is the machine that has been on the market for six years and which has never failed to please a purchaser. That's a record hard to beat. It is an evidence of quality that helps build your reputation for good values.



This machine retails at only $9.75 and sells splendidly for dealers who put a little ginger into the sales end of their business.

Order from your jobber or direct

This ***Stewart Ball Bearing Machine*** can be used to clip Horses, Mules or Cattle. Dairymen use it extensively to clip the flanks and udders from milch cows, so the parts can be cleaned easily. It has all file hard cut steel gears, enclosed and protected safe from dust and dirt in a metal case, where they run in a constant oil bath.

There is 6 feet of new style, light, easy running, high grade flexible shaft and the famous ***Stewart single tension cutting head.*** The entire machine is put up as only a large equipment and expert workmen can turn out such a product.

It is fully guaranteed and will please every buyer.

Chicago Flexible Shaft Co.

187 Ontario St., Chicago

The Steel Company of Canada

Limited

Prompt Shipment

Hay Baling Wire Bale Ties
Stove Pipe Wire Clothes Line Wire
Wrought Pipe
White Lead Shot Putty

DISTRICT SALES OFFICES:

HAMILTON, TORONTO, MONTREAL, WINNIPEG

W. A. MacLennan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.
H. G. Rogers, St. John, N.B.
Geo. D. Hatfield, Halifax, N.S.

"OVEN DOOR"

"SPRINGS"

HAVING trouble ?
Well, try us---
THAT'S all.

United States Steel Products Co.
MONTREAL, QUE.

Build Up a Profitable Fence Department!



Handle a line of fencing that does not serve only as a mere boundary line, but one that gives real fence service—one that is built strong enough to withstand the onslaughts of stock as well as the ravages of all kinds of weather. Such a fence is

Peerless Fencing

You can sell this fence with a clear conscience. You can guarantee that **Peerless** goods will give full satisfaction. We will stand right back of your guarantee, whether it be in farm fencing, poultry fence, ornamental fence, gates or any other lines we manufacture, our policy is to satisfy every customer if at all possible to do so. **Peerless** fencing is well advertised through farm papers or other mediums. It is a line that is easily sold. Having an agency for **Peerless** will sell other goods for you.

It's Made of Heavy Open Hearth Steel Wire

with all the impurities burned out and all the strength and toughness left in. Heavily galvanized. Every intersection is locked together with a Peerless clamp. Top and bottom wires of Peerless Poultry Fencing are extra heavy—extra strong. Consequently fewer posts are required. **Peerless** fencing can't sag—can't rust—can't get out of shape—can't help giving absolute satisfaction.

Send for our dealer's proposition. It's attractive. It will interest you. It's well worth a stamp. Send today.

BANWELL-HOXIE WIRE FENCE CO., Ltd.
Winnipeg, Man. Hamilton, Ont.

"Do You Keep the Hamilton Kitchen Cabinet?"

When such an inquiry is made—and you have the goods in stock—it is as easy to make a sale as it is to sell a wringer. The sale will be made before the customer enters your store—by our campaign of advertising—not mere publicity, but selling talk directed to meet the needs of housewives.

THE HAMILTON KITCHEN CABINET

Write to-day for dealer's proposition so that you may have the cabinets to show when the demand starts. You have built up your business by satisfying your customers on every transaction.

Don't disappoint them when they ask for the **Hamilton.**

The **Hamilton** is so well constructed that it will reflect credit on you as the seller.

It is so reasonably priced—even allowing for a goodly profit for you—that one customer will not hesitate to recommend the **Hamilton** to another customer.

Write to-day to

THE
Hamilton Incubator
Company, Limited

57 Shaw Street
HAMILTON ONTARIO



The name YALE helps make the sale

YALE



One way to make more money in 1913 is to hitch the YALE Dealers' Advertising Service to your business equipment.

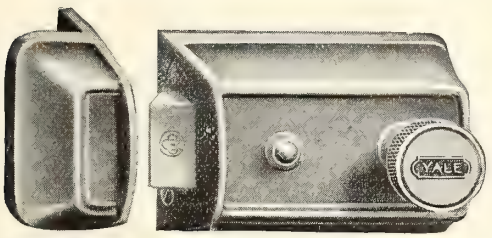
WE will act as your advertising manager—or as a helper to your advertising manager. Our business is to increase the efficiency of your advertising and selling campaign at no cost to you—to help you in every possible way to put your store where you feel it ought to be. In hundreds of towns in this country there is at least one hardware store that has increased its business materially because of the help given it by the Yale Dealers' Advertising Service.

Take Yale Night-Latches for instance: We have a book, **"Suggestions for Selling Yale Night-latches,"** that tells in detail about the striking newspaper ads, the convincing printed matter, the attractive window displays, the hangers, the display boards and many other forms of advertising and selling helps that we offer to our dealers.

Send for this book as a first step. It's free. And remember that we have equally interesting books about selling other Yale Products.

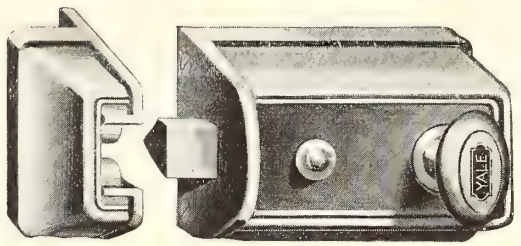
Address **Yale Dealers' Advertising Service.**

Four leading Yale Night-latches



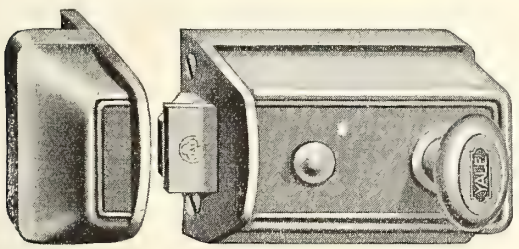
YALE Cylinder Night-latch No. 42

Operated by key from outside, by turn knob from inside. Bolt may be held back by stop.



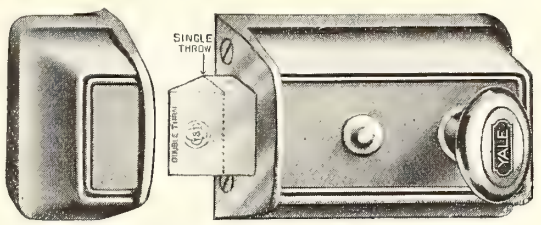
YALE Cylinder Night-latch No. 45

Operated by key from outside, by turn knob from inside. When door is closed the two pivoted hooks in the strike are forced apart by the bolt and automatically close over it. The hooks are so guarded as to make it impossible to attack them.



YALE Cylinder Night-latch No. 44

Operated by key from outside, by turn knob from inside. When door is closed the "protector" on back of bolt is held retracted and operates automatically to deadlock the bolt against end pressure.



YALE Cylinder Night-latch No. 46

Operated by key from outside, by turn knob from inside. The bolt may be given a second throw by key from outside or turn knob from inside which makes it a deadlock.

Canadian Yale & Towne Limited

Makers of Yale Products in Canada: Locks, Padlocks, Builders' Hardware, Door Checks and Chain Hoists

General Offices and Works: St. Catharines, Ont.

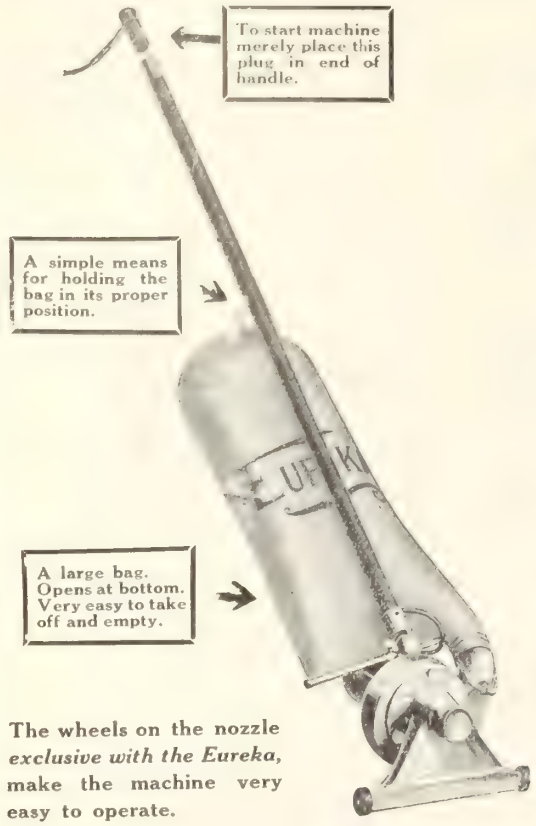


Every time you put into stock anything bearing the name Yale, you add a very valuable asset to your business—the Yale reputation.

Yale quality helps keep alive a friendship which creates business and holds it.

Yale Night-latches fill any specification.

Look for the name YALE on Locks and Hardware



The wheels on the nozzle *exclusive with the Eureka,* make the machine very easy to operate.

We will Demonstrate the Famous

Eureka Electric Suction Cleaner

At the HARDWARE CONVENTION

This Machine is an absolute necessity in every home. Anywhere that a Carpet Sweeper will go the "Eureka" will go. It is The Best Moderate Priced Electric Cleaner ever invented

A Guarantee under Seal is given with every "Eureka" Cleaner

Retails for only $45.00

Don't fail to call at our Booth and investigate this Machine :: It will be sure to pay you

Descriptive Circular and Trade Discounts on request

Onward Manufacturing Co.

BERLIN, ONTARIO

Toronto Retail Store: 423 Yonge Street

Western Distributing Agents
MONCRIEFF & ENDRESS, Ltd., Scott Block, Winnipeg, Man.



The Sanitor Chemical Closet

The Sanitor Chemical Closet gives complete satisfaction wherever it is installed. Householders everywhere appreciate it's neat, yet strong appearence and it is so constructed as to render it perfectly odorless and sanitary. It's great popularity makes it a rapid, profitable seller. It will certainly pay you to write for circular and prices.

N. M. Walker

Grimsby, Ontario

J. J. TURNER & SONS

The Largest Manufacturers in Canada of

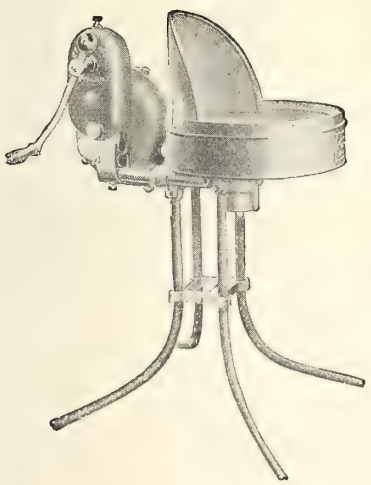
Tents, Flags, Awnings, Sails, Horse Blankets, Waterproof Goods, Coal Bags and every description of Camping Goods

Send us your orders for Tents and keep them in stock. They are put up in bags to keep them clean.

Success to the Hardware Convention, from

J. J. TURNER & SONS

REGINA, Sask. **PETERBOROUGH, Ont.**

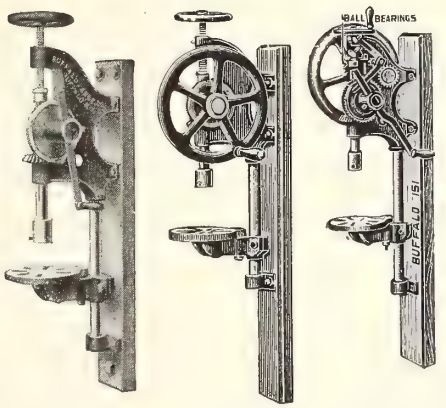


No. 625

The World's Standard Rivet Forge. Has full size 12-inch blower, operated by crank. Will last and do good work years after other forges are worn out.

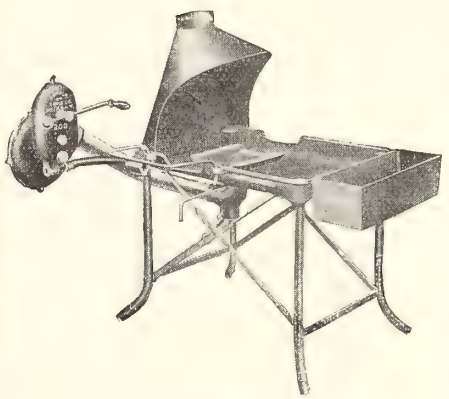
"MADE IN CANADA"

Catalogue No. 144 on request



No. 149 **No. 150** **No. 151**

Buffalo Ball Bearing Post Drills. We make a complete line for Blacksmiths, Horse Shoers, Farmers, etc.



Buffalo Forge No. 650 with the Famous "200 Silent Blower," 1911 model.

"Buffalo" Forges, Blowers, Drills *and* Exhaust Heads

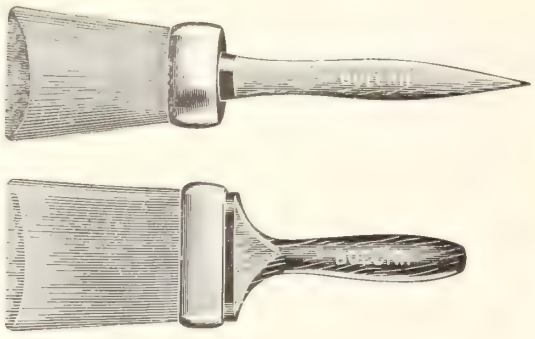
The eyes of every user of blacksmith tools are upon the "Buffalo" line. If you want to travel along the line of least resistance, offer your customer the "Buffalo" forges, drills, blowers, punches, shears and other blacksmith tools. Ask us for catalogue and information which will bring to you trade which may now be passing by your door.

Canadian Buffalo Forge Co., Limited
MONTREAL



Buffalo Exhaust Head

When at the Hamilton Exhibition



Be sure and investigate the merits of

"STEEL GRIP" Painters' Brushes

(Registered 1909—Patented 1910)

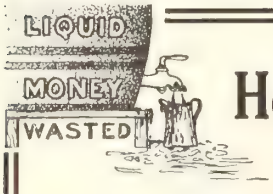
ALSO

The "Guaranteed-Hold-Tight-Brush-Setting"

BOECKH TRADE MARK ESTab 1856 TORONTO

BEX-O-LAC REGD. 1912

The Boeckh Bros. Company, Ltd., Toronto, Canada



How You and Your Customers Lose

Isn't it true that paint oils should either be in your customer's can or safely stored in your warehouse? Are yours?

If you are storing them the Old Way in wooden barrels, ordinary tin containers, measuring the min hand receptacles, you must answer "No!" Why?

Because wooden barrels absorb that part of the oil that penetrates the wood—the staves contract with changes in weather and oil seeps through—air plays across the oil and forms "foots" and "fats"—the molasses gates and faucets cannot be shut off instantly—the measuring containers soon become gummed up, dusty and dirty—the floors soaked with you liquid money—etc., etc. These are a few of the ways.

15% and More of Your Profits Get Away

And your customers do not get the grade of oil for which they pay. And you wonder why they sometimes kick—that is, if you hear at all.



A Bowser Safe Oil Storage System

is for your oils what your bank is for your cash. It is a tireless, accurate, recording clerk that measures and keeps tab on every drop of oil bought and sold. It is built to conform to that measure of safety prescribed by the National Board of Fire Underwriters—reduces your premiums—and soon pays for itself.

At any rate write for free descriptive illustrated book. It is well worth the reading.

S. F. BOWSER & CO., Inc.

69-70 Fraser Avenue

Toronto, Ont. : Canada

Made by Canadian Workmen and Sold by Canadian Salesmen

Branches:

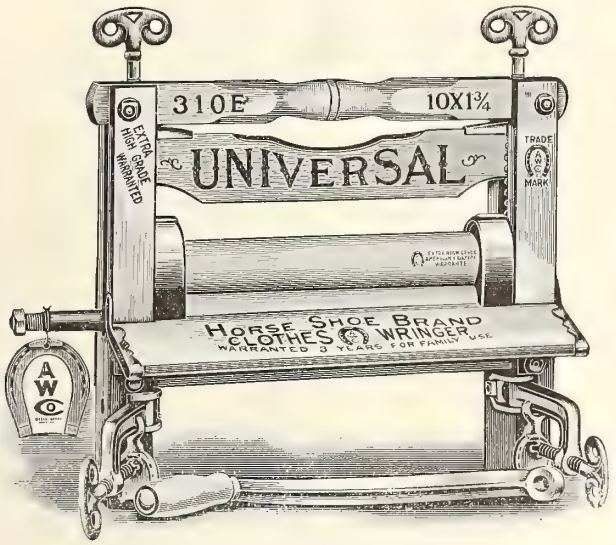
32 Victoria St., S.W. LONDON — 5 Rue Denis Poisson, PARIS

JOHANNESBURG — BUENOS AIRES — PORTO RICO — MEXICO CITY

Patentees and manufacturers of standard, self-measuring, hand and power driven pumps, large and small tanks, gasolene and oil storage systems, oil filtration and circulating systems, dry cleaner's systems, etc. ***Established 1885.***

NEW LINE

UNIVERSAL CLOTHES WRINGERS



Packed 3 and 6 in a case

Plain Bearings and Steel Ball Bearings

Spiral Pressure Springs Enclosed Cog Wheels

PLAIN BEARINGS

No. 310E - - - - Rolls, 10x1¾ inches
No. 311E - - - - Rolls, 11x1¾ inches

STEEL BALL BEARINGS

No. 317E - - - - Rolls, 10x1¾ inches
No. 318E - - - - Rolls, 11x1¾ inches

SAME STYLE MADE IN FOLDING BENCH.

Send for Catalog (T).

THE AMERICAN WRINGER COMPANY

99 CHAMBERS STREET, NEW YORK, U.S.A.

The Demand that Never Dies

Sharpening stones sell with month-in-and-month-out regularity. There's never a dead season, but always a live demand for

PIKE SHARPENING STONES

"The only line that includes every sharpening substance—natural or artificial—each the best for some sharpening need."

Sharpening stones are needed in the home as well as in the shop. The Pike Kantbreak Knife Sharpener—the Pike Strop-Hone—the Pike India Combination Oilstone—these and many others Pike makes *especially* for the home trade.

In stores now using Pike's Free Dealer Helps, the *home* sales for Pike Stones are increasing every month. Increase *your* sales too. Get Pike's novel and impressive window display, store cards, car cards, selling scheme and other Dealer Aids. Writing us secures them—also ask for the new Pike Catalog. Write today.

PIKE MANUFACTURING CO.

23 Main Street : PIKE, N.H., U.S.A.



This Is The Time To Order

LIGHTNING FREEZERS

They are always in demand and well advertised. They are easily sold and stay sold, which means a good **net** profit to the dealer. Better place your order now, for shipment later if you like.

Your Jobber Will Supply You

NORTH BROS. MFG. CO.

PHILADELPHIA, PA.

HAMILTON & STOTT

Consulting, Heating and Plumbing Engineers

PLANS AND ESTIMATES MADE FOR CENTRAL HEATING PLANTS



Selling Agents in Canada for the

"VERMONT" LOW DOWN CLOSETS

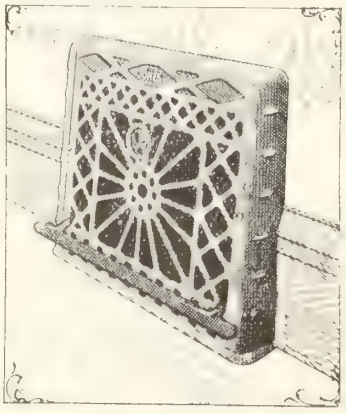
Every outfit guaranteed for three years. Once installed there will be no lost time in fixing ball cocks

We are also successors to the

Jones Register Company

and can promptly fill all orders for

SIDE WALL REGISTERS



Howard Hot Air Furnaces and Howard Hot Water Boilers

Write us for quotations

ST. THOMAS, ONTARIO

SELL

DART UNION Pipe Couplings

They give satisfaction, and a satisfied customer is worth nine or eight of the other kind.

Dart Unions make joints that stay tight. Your customer never has to remake the joint, but when he wants to disconnect, it's no trouble and the union is fit to make another connection without expense or bother.

Dart Unions have the name "Dart" cast on them and are guaranteed two for one to give absolute satisfaction.

Your Jobber Sells Them

Dart Union Co., Limited

Toronto

Satisfactory Service Wins Sales



NO. 857—VICTORIAN LAVATORY

Victorian Lavatories are made in different styles. Write for illustrated card and price list.

Morrison's Plumbing Goods are made of the same high quality in material and workmanship as their other lines. They're made to last and to give the Plumbers the least trouble to install.



ELGIN LOW TANK CLOSET

Has tank with our improved Ball Cock and Syphon. A first quality outfit at low price.

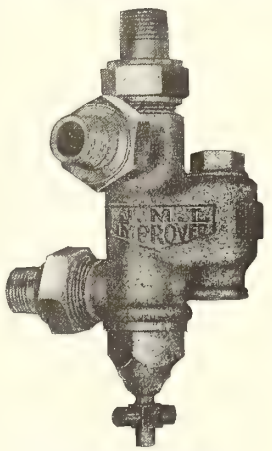
J. M. T. Steam Goods Sell Themselves



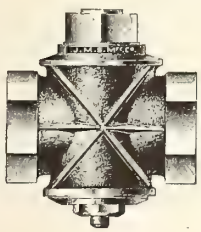
J.M.T. GLOBE VALVE

The Valve, the Injector, The Steam Cock and all kindred goods that go towards the equipment of the steam plant should be selected with the idea of Efficiency and Endurance as of First Importance.

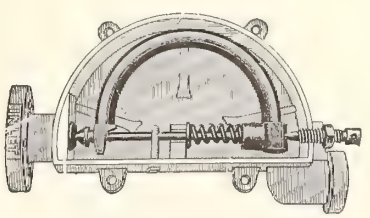
Any slight difference in first cost is paid for many times over by the user to whom you sell the cheaper goods. J.M.T. Steam Goods are known for their high quality by nearly all steam users, and they pay the dealer who handles them the largest profits. Your trade is solicited.



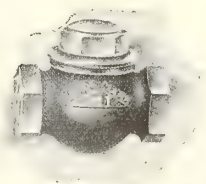
J. M. T. INJECTOR—
Improved



STEAM COCK



"HEINTZ" STEAM TRAP



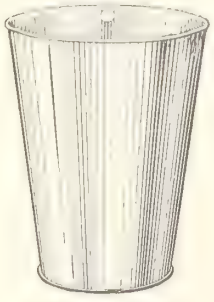
J.M.T. CHECK VALVE

James Morrison Brass Manufacturing Company, Limited

93-97 Adelaide St. West **Toronto, Ontario**

The S.M.P. SAP PAILS and SPOUTS

EXTRA DEEP AND STRAIGHT

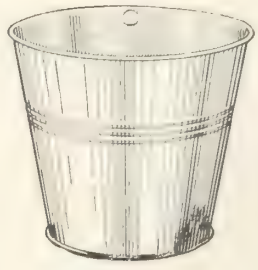


6, 8 and 12 Quart

ARE POPULAR SELLERS EVERYWHERE

Let us know your requirements for the coming season. Prompt shipment guaranteed.

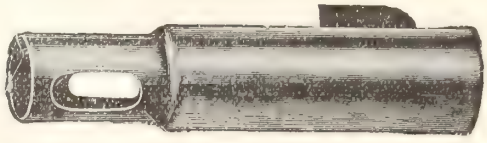
FLARING



6 and 10 Quart

Maple Leaf Sap Spouts

STEEL



JAPANNED

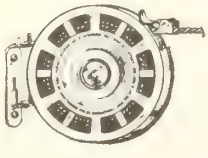
All Sap Buckets punched unless otherwise ordered **Prices on Application**

The Sheet Metal Products Company

OF CANADA SUCCESSORS TO LIMITED

Kemp Manufacturing Company

Montreal TORONTO Winnipeg



PEERLESS AUTOMATIC CLOTHES LINE

We are now making a full line of brass nickle plated towel bars as well as the "Peerless Automatic Clothes line," an article indispensable for the laundry and bathroom.

We are also manufacturers of the celebrated line of

"OLD SOL" Motorcycle, Bicycle and Carriage Lamps, Traction Engine and Motor Boat Search Lights and Generators, Pennant Holders for Automobiles, "Vulco" Mending Compound, Towel Bars, Clothes Line Devices and Metal Specialties.

Write for Descriptive Catalogue and Prices to Dealers.

The Pollock Manufacturing Company, Limited

Columbia Place Berlin, Ontario

Black Jack

Sold by all Jobbers



3/4 lb. tins
3 doz. in case

Quick Clean Handy

DO NOT FAIL

TO ATTEND THE

Hardware Convention and Exhibition

At HAMILTON, February 17th to 22nd

And we extend a hearty invitation
to all our friends to call and see

"The Empire Line"

of Stoves, Furnaces and Registers

And our representative will be pleased
to extend to you every courtesy

Canadian Heating & Ventilating Co., LIMITED

OWEN SOUND, Ont.

Montreal **Winnipeg** **Vancouver**

Quick and Profitable Sales

Are the only kind worth much nowadays

NINE-TENTHS

of all the lines of Gas Ranges on the market are almost exactly alike in appearance and equipment. In selling one of these lines you have nothing different from your competitors.

ON THE OTHER HAND

BAXTER BANNER GAS RANGES

Sell quickly and yield you a handsome profit every time—because they have so many special features and conveniences not found on other ranges.



Baxter Banner Ranges Bake
"Cake Like Mother Used To Make"

We Guarantee Them To Do Splendid Work

A copy of New Catalogue No. 41 will be sent free for the asking. You're not in position to decide the Gas range question **right** until you've seen it.

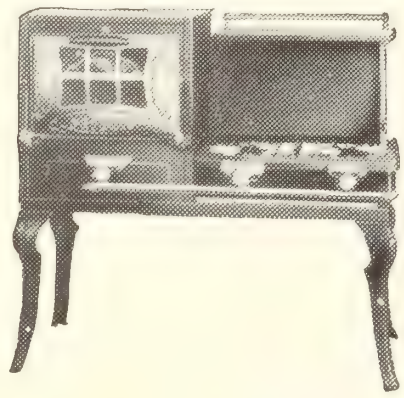
After you have the Catalogue, just select a few samples, and see how fine they look after they're set up on your floor.

THE COPP STOVE CO., Ltd., Ft. William, Ont.
Winnipeg Edmonton Calgary Vancouver

J. H. HANSON TILLEY CO., Ltd.
Montreal

Factory: THE BAXTER STOVE CO., Mansfield, Ohio, U.S.A.

N. L. STEWART, 122 Wellington Street West, Toronto, Agent Kingston to Fort William



"DETROIT" VAPOR STOVES

Have no equal

We make both Gasoline and Oil Vapor Stoves, from a one-burner Hotplate to a four burner Table Range (see cut) either in Gasoline or Oil. The best in the world. Our Gasoline "Detroit" Vapor Stove lights like Gas. Our Oil "Detroit" Vapor Stove has no wick, it lights with a *blue* flame, no smoke, no odor. Cast iron burner very durable.

Now then in order to get full information of these wonderful stove ssend for catalogue C and secure agency.

THE DETROIT VAPOR STOVE CO.

DETROIT - - MICHIGAN

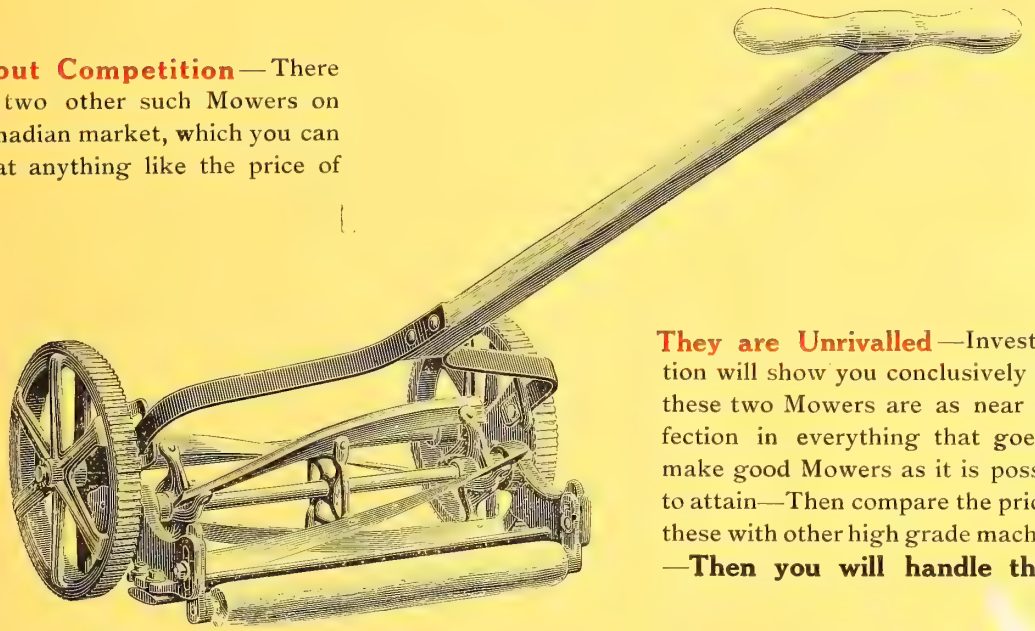
TWO LAWN MOWERS

YOU SHOULD SELL

BLACK DIAMOND and **MAPLE LEAF**
FOUR BLADE FIVE BLADE

Ball Bearing

Without Competition—There aren't two other such Mowers on the Canadian market, which you can touch at anything like the price of these.



They are Unrivalled—Investigation will show you conclusively that these two Mowers are as near perfection in everything that goes to make good Mowers as it is possible to attain—Then compare the price of these with other high grade machines —**Then you will handle them.**

HIGH WHEEL—BALL BEARING—LIGHT RUNNING
The Attractive Finish is a Strong Selling Feature
Gold and Silver Bronze Predominate; with Red and Black Stripes

Investigate these two machines at once—It will be to your interest

LEWIS BROS., LIMITED, MONTREAL

OTTAWA TORONTO VANCOUVER

TRADE Gillette MARK

KNOWN THE WORLD OVER

You Can't Afford to Miss

The Hamilton Convention

FROM February 17th to 21st, in the Drill Hall of the 13th Regiment Armories at Hamilton, there will be the best chance ever offered to gather hardware information, acquaintances, pointers and "ginger"—and incidentally to have a mighty good time.

THE Retail Hardware Association has this year the vigorous co-operation of the new Manufacturers Exhibitors' Association, about a hundred of whose members are fitting up attractive booths in the Drill Hall. We are right there with a Gillette Safety Razor Booth, where the latch-string will be out for everybody.

OUR present sales organization does not permit of our visiting all the towns in which the Retail Association members conduct business. At the Convention we hope to get acquainted with all these dealers, as well as to meet our old friends and customers. Here, when you have the time for friendly talk, we can thoroughly discuss Gillette manufacturing methods and selling plans—show you all the various models—get your suggestions, give you ours, and perhaps do business with you.

BOTH Dealers and Manufacturers realize that this Convention will offer almost unequalled opportunities for satisfactory buying and selling. We, the manufacturers, can show you those goods which our travellers cannot readily carry to your stores. You can see the actual goods, get full information about them, compare values, and make the very best possible selections.

AT a Convention at Atlantic City in February last, nine dealers bought, among them, 229 different bills from the Exhibitors, while five others bought over $22,000 worth of goods. A measure of such success at Hamilton would well repay both Dealers and Exhibitors.

DON'T stay away because you are not a member of the Retail Association. You'll be just as welcome and quite as well treated as if you were, and you'll probably want to join before the Convention is over. Come prepared to see the newest goods—hear the newest ideas in the hardware business—buy, if you wish, from the greatest range of hardware ever gathered under one roof in Canada—and enjoy yourself to the limit. And don't forget you're welcome at the Gillette Booth.

Gillette Safety Razor Co. of Canada, Limited

Office and Factory: The New Gillette Building, Montreal

We'll be Looking for You

. . at the . .

Hamilton Convention

¶ This is going to be the greatest gathering of Hardware Men Canada has ever seen.

¶ The pick of the Retailers, Wholesalers and Manufacturers—the most progressive men in the business—will be there.

¶ The air will be full of enthusiasm, suggestions, and up-to-date ideas which you can shape into profits.

¶ One of the live spots in the big Drill Hall will be the Gillette Safety Razor Booth. There will be a hearty welcome there for you from our Managing Director and our Ontario Salesmen, and a Gillette Exhibit which no Dealer should miss.

¶ If you are attending the Convention for the first time, we shall be doubly glad to see you, and to do everything we can to help you enjoy and profit from the Meetings and the Exhibits.

¶ **A Suggestion**—Bring a pretty complete memorandum, either on paper or in your head, of the goods you are going to need within the next few months. This exhibition of the products of a hundred or more Hardware Manufacturers will offer perhaps the best opportunity you have ever had of buying to good advantage.

The Gillette Safety Razor Co.
of Canada Limited, Montreal

TRADE Gillette MARK
KNOWN THE WORLD OVER



A. A. BITTUES, Man. Director



D. P. COTTER, Salesman



J. D. DUNN, Salesman

McClary's

WILL BE AT THE

Canadian Hardware Manufacturers' Exhibition

Hamilton, February 17-21

THE greater part of McClary products are of such a weighty, bulky nature, that ordinarily it is impossible for our travellers to carry samples and demonstrate the articles in use.

The Hamilton exhibition gives the retailer a good opportunity of inspecting our new lines and becoming acquainted with the latest improvements in McClary stoves and ranges for 1913.

McClary's exhibit in booths 3, 4 and 5 will be unusually attractive, showing the latest designs in stoves, ranges, tin and enamelled ware, which should be of interest to every hardwareman present.

Come to convention, attend the meetings, listen to the discussions and profit by the experiences of fellow-hardwaremen.

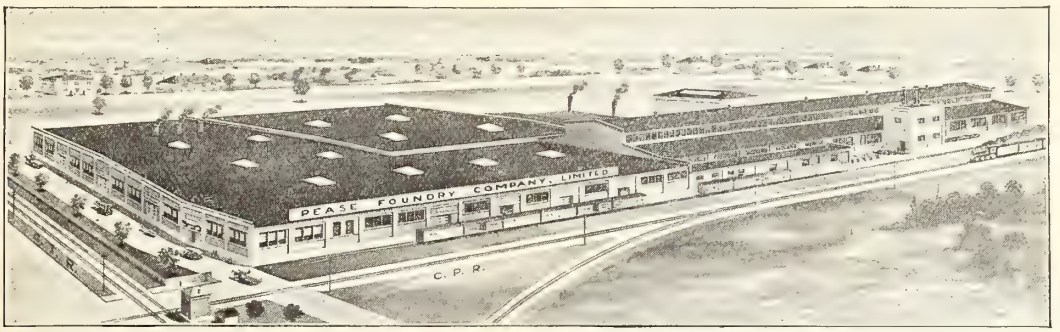
We extend a cordial invitation for the trade to make our Hamilton Branch, at corner Bay and York Streets, their headquarters while in the city. Our representatives assure you of a hearty welcome and courteous attention.

McClary's

London Toronto Montreal Calgary Hamilton Saskatoon St. John, N.B. Edmonton Winnipeg Vancouver

McCLARY ON GOODS IS A QUALITY NAME

OUR NEW PLANT IN BRAMPTON



Is Designed to Give the Heating Trade Better and Quicker

Service

It covers about ten acres and is the most modern plant of its kind in Canada.

During past years we have been unable to fill orders in the fall as quickly as we would like, owing to the ever increasing rush of our business.

That is the reason for the building of our new factories and machine shops. We have both C.P.R. and G.T.R. connections at our new plant, which will greatly facilitate shipping.

We are doing this to give you and your customers the best possible service, and we ask you to co-operate with us by PLACING YOUR ORDER EARLY.

This will help you considerably and will ensure you prompt delivery in time for Fall sales.

PEASE FOUNDRY COMPANY

LIMITED

Toronto Winnipeg Brampton Vancouver Hamilton Montreal

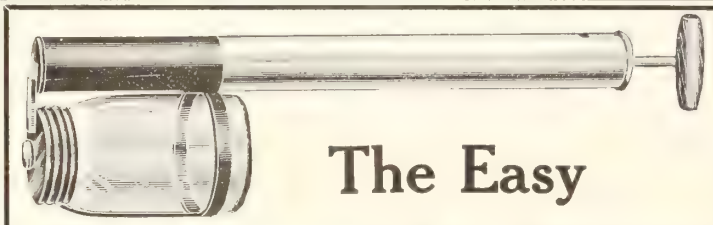
711



Here's A Quick Money-Maker

The Connor Ball Bearing Washer is a quick seller. It has features that appeal strongly to women. The wringer adjustment, the hinged cover and substantial stand are three of these features. Our new catalogue gives full particulars, also describes our complete line of washers and wringers. Write for a copy. Other live hardware dealers find the Connor Line a profitable one. There's every reason why it should be a money-maker for you, too.

J. H. Connor & Son
Limited
OTTAWA, CANADA



The Easy Compressed Air Sprayer

Tank of galvanized iron. One gallon capacity, automatic or continuous spray. Something new and a great seller.

These will be rapid sellers in 1913. Write for prices now.

The COLLINS MFG. CO., 413-415 Symington Ave., Toronto, Ont.

The Crown Sprayer

Ordinary one quart fruit jar, spraying fruits vegetables and fly oil for cattle. A new jar can be put in any time.





WAFFLES that satisfy

are those baked on

STOVER WAFFLE IRONS

STOVER Irons have all the good features and none of the drawbacks of the old style irons. On the Stover every part of the waffle bakes evenly and quickly. People who wouldn't use other irons, or who have discarded them, bake *Stover waffles* daily.

You will understand the reason if you send for our printed matter on waffle irons.

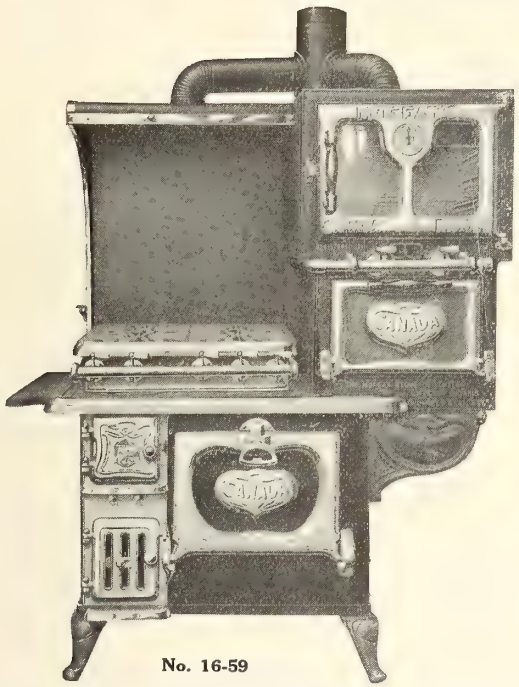
Dampers, Clips, Lifters, Pokers, Andirons, Registers, Pulleys, Saw Vises, Soldering Sets, etc., are other goods we make that will interest your trade.

WRITE US TODAY

STOVER MFG. CO. 732 East St., Freeport, Ill.

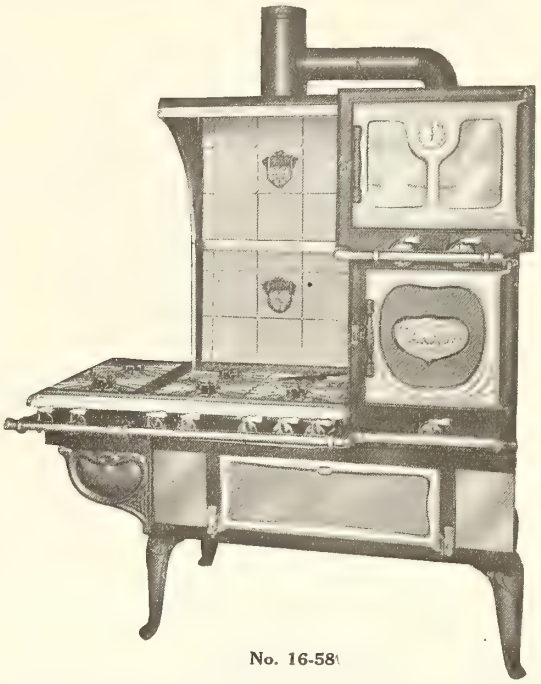
THE FOUR BEST RANGES

On the Continent



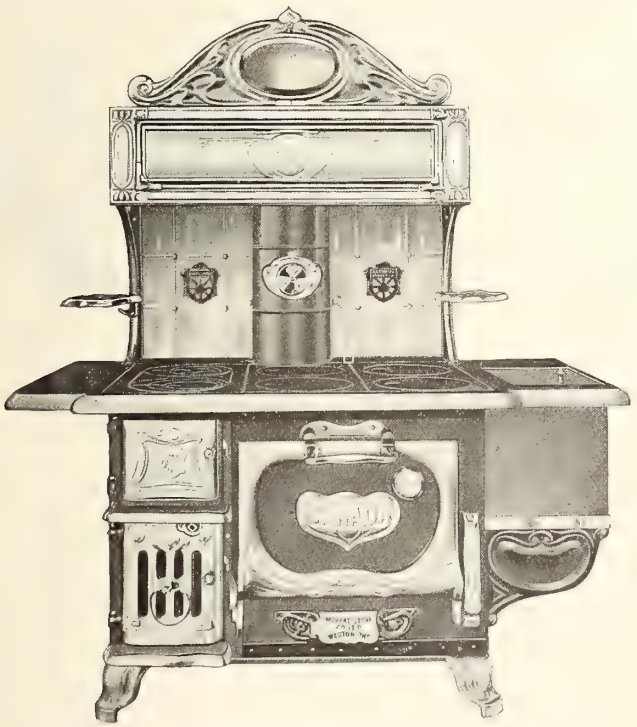
No. 16-59

"Canada" Combination Coal and Gas Range. Both fuels can be used at the same time. Gas table folds up under canopy. Patented.

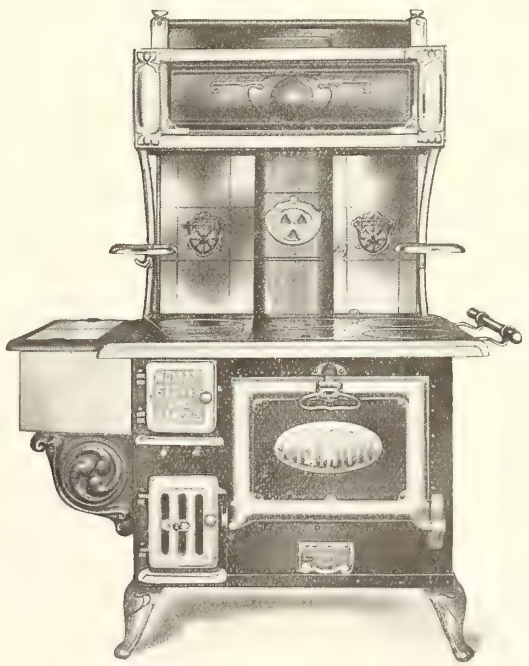


No. 16-58

Canada" Gas Range with Extension. All valves in front. Width 42 inches without Extension. Lower oven heated with blue flame burner.



"Canada" B Coal and Wood Range in 4 sizes with right or left reservoir



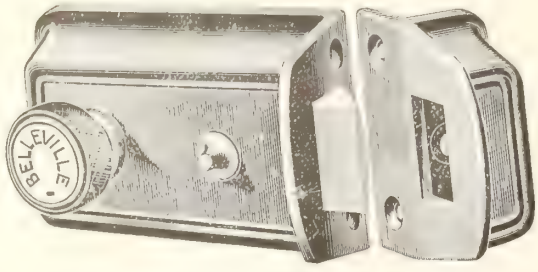
"Nelson B" Coal and Wood Range in 4 Sizes. Right or left reservoir. Plain or full nickel finish

THE MOFFAT STOVE COMPANY, LIMITED

WINNIPEG CALGARY WESTON, ONT. VANCOUVER MONTREAL







Do you handle Belleville No. 99 Cylinder Night Latch? If you will ask your jobber for it and compare with any Night Latch on the market at the same price, you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.

HIGH GRADE BUILDERS' HARDWARE

The Kind That Brings Repeat Orders

We manufacture a complete line of guaranteed

BUTTS HINGES
HASPS STAPLES
NAILS ETC.

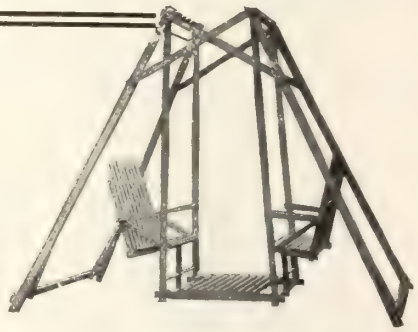
and our long established reputation stands behind our guarantee. Send us a trial order and test the selling qualities of our goods.

Write for a Catalogue to-day

COWAN & BRITTON
LIMITED
GANANOQUE, ONTARIO

New Lines at Hardware Exhibition Hamilton, February 17th to 21st.

Our New Clothes Bars and Dryers, Ironing Boards, Sleeve Boards, Etc.





WILL BE RAPID SELLERS THIS SPRING

Stratford

Extension and Step Ladders are strongly constructed and can be recommended for the very hardest use.



Order Summer Lines Now

There's a good trade to be done in every town or village in Lawn Swings, Boyer's Gliding Settees, Suspended Porch Seats, Park and Garden Seats, Camp and Verandah Furniture, Folding Chairs and Tables, etc.

Have the Goods When you Need Them

Write to-day for information about our new line of household woodenware.

Stratford Mfg. Co., Limited : STRATFORD ONTARIO

Brantford Roofing

WAS GIVEN A SEVERE TEST AT THE HARDWARE CONVENTION
AT HAMILTON FOUR YEARS AGO

IT STOOD THE SEVEREST TEST

AND IT WILL AGAIN BE SHOWN AT THIS
YEAR'S CONVENTION

Made *up* to a Standard of Quality not *down* to a minimum of price.

WE WILL EXHIBIT

Brantford Roofings are not offered as the cheapest, but as the best value.

Brantford Asphalt Brantford Rubber

Red, Green and White **Crystal Roofing**

Red Roof Slates

Sheathing and Building Papers

Answering an enquiry recently regarding buying goods at hardware conventions, Mr. Fred W. Otton, Barrie, said: "At the Hamilton Convention four years ago I secured the agency for Brantford Roofing and on this line alone I have more than made enough to repay my membership in the Retail Association since its organization seven years ago."

Our representatives will be glad to meet you at Hamilton and show a line of goods for 1913 which cannot be excelled.

SEE US BOOTH 33

Brantford Roofing Co., Limited

Brantford - Ontario

MAXWELL'S SPECIALTIES

Make Housework Lighter



THE "EXCELL-ALL" WASHER

is the latest model from the Maxwell factory, and is the most improved example of reacting type Washers. The tub is made from thoroughly - seasoned Louisiana Cypress, finished in Golden Oak and hooped with Aluminum. This washer is portable, the weight being only nine pounds, owing to the tubular frame and aluminum finish, which give lightness and strength combined.

The tub can be lifted from the stand. The easy working of the tub is secured by ball bearings, whilst an assisting spring is fitted, making its operation additionally easy.

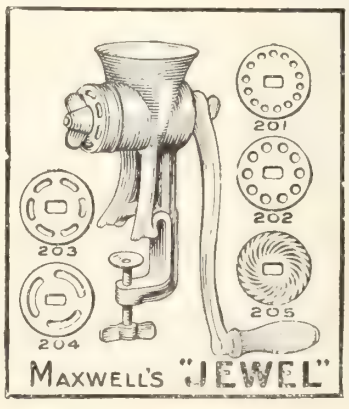
THE "BLUE BELLE" WRINGER

is a fitting mate for the "Excell-All" Washer. It has double gear, entirely enclosed, ball bearings, swivel tub attachment and Solid Rubber Rolls *guaranteed for five years*. It is one of the best of the Maxwell line of nearly 60 wringers, one to suit every customer's need.





The Maxwell Booth at the Hamilton Convention will show the most up-to-date and satisfactory machines on the market for lightening housework.



THE "JEWEL" FOOD CUTTER

is made for those of your customers who want a good serviceable food-cutter at a reasonable price. It is a quick-cutting, smooth-working, thoroughly reliable Canadian-made machine, simple in construction, easy to clean and not liable to get out of order.

Look over these and other Maxwell Hardware Specialties at the Exhibition, and get our prices.

THE "FAVORITE" CHURN

Recommended by Canadian Agricultural Colleges and Government Inspectors—used and endorsed by the majority of buttermakers in this country, and by many abroad—Maxwell's "Favorite" Churn is naturally the best seller.

David Maxwell & Sons

ST. MARY'S, ONT.

NEW CANADIAN FACTORY

for the manufacture of

REMINGTON—UMC ARMS AND AMMUNITION

IS EXPECTED TO BE IN OPERATION AND MAKING DELIVERIES BY JULY 1

REMINGTON UMC

It is our intention, from this new Canadian plant, to supply guaranteed Remington U M C shells of different grades, loaded with popular brands of smokeless and black powders. The high standard of excellence, for which our products have always been known, will be maintained by us in this new factory.

New prices have been fixed as low as consistent with our unexcelled standard of quality.

To get full efficiency in your sporting goods department enlist our sales experts and your jobber in your service to-day.

Write for particulars

Remington Arms—Union Metallic Cartridge Co.

299-301 Broadway, New York City

Canadian Office—J. H. Ross, Manager, 604 Standard Bank Bldg., Toronto, Ontario

GURNEY-OXFORD

Gurney-Oxford at the Hardware Manufacturers' Exhibition

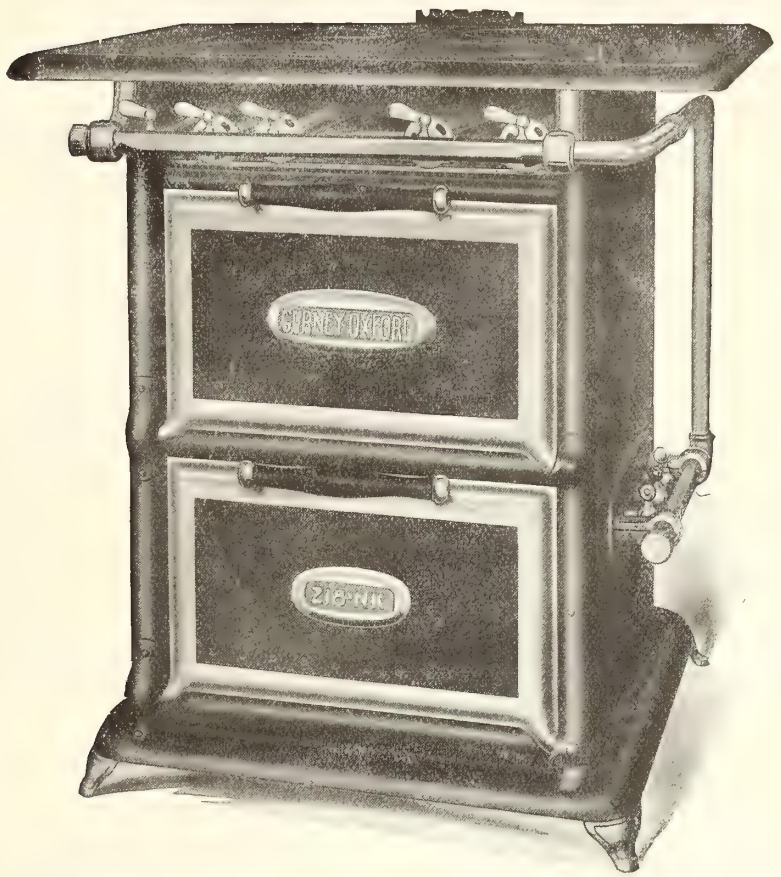
ON EXHIBIT at the Hardware Manufacturers' Exhibit will be an entirely new line of Gurney-Oxford Cast Iron Coal Ranges. There is such a startling difference between them and anything else on the Canadian market that we want you to visit us at the Exhibition, and investigate them.

¶ All the features that characterize the Imperial Oxford, such as the Economizer, Divided Flue, and Reversible Grates, etc., will be present in this new addition to "Gurney-Oxford," and much more beside. We could not describe the range here and do it justice. Probably the biggest step in advance is the general handsome design of the range. Its simple, plain, yet stately and dignified appearance will make it a friend of the purchaser as soon as he sees it. Perhaps you can appreciate this statement when we say that it is even of better design than the Imperial.

¶ Added to this are many other practical advantages which we honestly think will interest you, so we again ask you to visit our exhibit and let us demonstrate our claims for this new range to you.

THE GURNEY FOUNDRY COMPANY
Limited, Toronto

Montreal Winnipeg Hamilton Calgary Vancouver



At The Hardware Manufacturers' Exhibition

THIS ILLUSTRATES one type of the new Gurney-Oxford Natural Gas Ranges. The full line will be on exhibit at the Hardware Manufacturer's Exhibition at Hamilton, and we cordially invite you to visit us there, as we feel sure that this new line will interest you.

For years we have carefully studied natural gas and the application of its use to the gas range, and we confidently assert that the Gurney-Oxford is better adapted to natural gas than any others. This has been proved by actual test. Let us demonstrate it to you. We have also spent considerable time to improving its general construction and design, with a result which shows a rapid advance over any of our competitors.

There are many, many improvements in this new range that we want you to become acquainted with. Do not forget to visit us.

Finally we wish to thank the Gas Appliance Dealers of Canada, whose support of the Gurney-Oxford Line has made it possible for us to produce this higher grade article, and we hope that our efforts to keep ahead of our competitors will merit a continuance of past favors.

THE GURNEY FOUNDRY COMPANY, Limited

Toronto

Montreal Hamilton Winnipeg Calgary Vancouver

GURNEY-OXFORD

WARE MFG. CO. LTD.
OAKVILLE
PURE ALUMINIUM WARE

Face the Facts



It is the customers *you keep* that make your *profits.* 90% of merchants who buy

OAKVILLE PURE ALUMINIUM WARE

repeat their orders.

WRITE FOR OUR SPECIAL MONTHLY DISCOUNT OFFER

The Ware Mfg. Co.

Mfrs. of Pure Aluminium Cooking Utensils

Oakville, Ont.

712

Moncrieff & Endress

Limited

Winnipeg Man. — TRADE M & E MARK — Vancouver B. C.

Western Distributors for :—

WARE MFG. CO., OAKVILLE, ONT.
Oakville Cooking Utensils

ONWARD MFG. CO., BERLIN, ONT.
Onward Sliding Furniture Shoes

EUREKA VACUUM CLEANERS

"M. & E." GUARANTEED PLIERS

ANTI-SOOT
Twentieth Century Chimney Sweep

"JANUS" VACUUM BOTTLES

Stocks in Winnipeg and Vancouver

WRITE FOR PRICES AND PARTICULARS

YOU

are not going to be asked to pay for large advertising spaces this year.

WE

prefer to use smaller spaces and give our customers the benefit of what we save by doing this.

We have the largest stock of Corrugated Sheets, Metal Ceilings, Shingles and Sidings in Western Canada, and make prompt shipments.

Be sure you have our prices before buying.

Winnipeg Ceiling & Roofing Co.

Sheet Metal Manufacturers

P. O. Box 2186 — **Winnipeg, Man.**

CALGARY
Sheet Metal Mfg. Co., Ltd.

SASKATOON
MacKenzie & Thayer Ltd.

EDMONTON
Marshall-Wells-Alberta Co., Ltd.

Established 1847

SPRING REQUIREMENTS FOR 1913

We were never better equipped to fill orders for customers' wants than now, and we ask an opportunity to serve you.

Early ordering of Spring goods is, however, essential in order to avoid disappointments in delivery due to delays caused by inadequate railway service.

These lines require early attention

Building Paper
"Excello" Roofing
Builders' Hardware
Sash Cord
Lawn Mowers
Poultry Netting
Green Wire Cloth
Screen Doors and Windows

Send us your orders
We promise careful attention

Rice Lewis & Son, Limited

King and Victoria Streets

Toronto **Ontario**

VISIT THIS STORE WHEN AT HAMILTON

An inspection of it will convince you that an attractive, systematic store is a good investment. The better display of goods results in increased sales and the systematic arrangement saves both salesman's and customer's time.

Wall Fixtures Supplied by Cameron & Campbell



We Design and Manufacture Metal Shelf Boxes, Tool Cabinets, Counters, Screwcases, Etc.

Our metal shelf boxes cannot be equalled for strength and durability, and they economize space, as well as displaying the goods on the outside of the boxes, this helping customers to select the articles desired.

Send us your floor plan and outline your requirements. We will sketch a plan of fixtures and quote prices on same.

CAMERON & CAMPBELL, : Toronto, Ont.

CANADIAN HARDWARE STOVE & PAINT JOURNAL

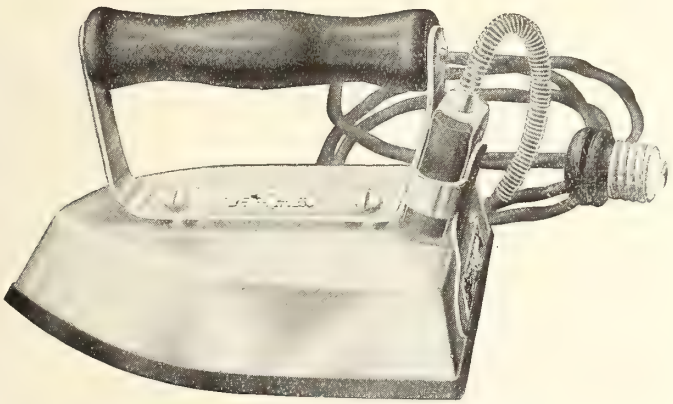
Has tripled its circulation in less than two years, and over 3000 hardwaremen now read it every month.

If you know of a Canadian hardwareman who is not receiving the paper regularly you will confer a favor on him by sending his name to us.

32 Colborne Street, (next to King Edward Hotel) : **Toronto, Ontario**

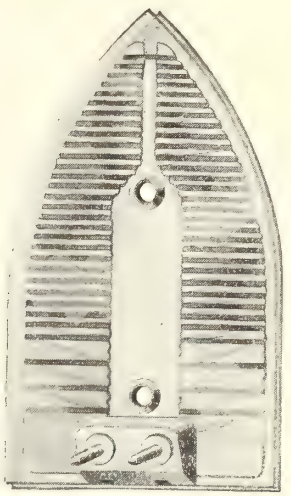
Hardwaremen,—Here's a crackajack Electric Iron Proposition for your consideration.

An iron that sells cheaper than any other iron *that's safe to sell,* it carries 33⅓ per cent. profit for you and an *absolute clear-cut guarantee for your customer ! !*



THE PRINCESS ELECTRIC FLAT IRON

Note the handsome lines and the metal sleeve which removes all strain from the Terminals.



THE HEATING ELEMENT

Note how the "ribbons" go **right to the point,** keeping this important part hot,—the part that hits the cold, **wet** cloth first.

Besides the unqualified guarantee which will have great weight with a prospective customer, the iron itself embodies all those features which are latest and best in Electric Iron construction. **The Price** is within the reach of all women who want to escape the old time heat and drudgery of "Ironing Day." There is **not a particle of cement** or similar substance used in its construction, **only five parts** held together by two screws.

Write us to-day for our special proposition on these irons

Caverhill, Learmont & Company

Montreal

All Big Bens now come with bridged plates and detachable barrels.

The springs themselves are free for the asking. It takes but a minute to put them in place.

Your jobber has only the new style in stock.

Made in La Salle, Illinois, by Westclox

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOLUME FIVE | TORONTO, FEBRUARY, 1913 | NUMBER TWO

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CIRCULATION MANAGER — JOHN A. GIBSON

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Making 1913 Successful.

Doubtless nearly every hardwareman in Canada turned his thoughts at the beginning of the New Year to the question as to how he could, by the employment of better business methods, make his trade for 1913 more successful than that of 1912.

In another column we print a short symposium on this particular subject. The opinions therein expressed are brief but they are to the point, and put into practice will no doubt be productive of good results. There is not one point to which exception can be taken. They are all sane and practical.

To sell at a profit and to eliminate goods that are not profitable should need a suggestion from no one. But, unfortunately there is need for the suggestion.

There are still occasionally to be met with dealers who seem so anxious to sell goods that one would think the matter of profit never entered their minds. It may be philantrophy, but it is not business. It is foolishness.

The suggestion that, in view of the sharp advances which have been made by the manufacturers of many lines retailers should also mark their figures up is a good one. Even if they have goods in stock which were bought when lower figures were ruling it is short-sighted of the retailer when he does not essay to reap some benefit therefrom.

In regard to doing business on a cost basis circumstances alter cases. In certain instances it has certainly proved its worth. The subject of shorter terms of credit is one which will probably interest most hardwaremen. It is a problem that most dealers are facing.

The stress which is laid on store service no hardwareman can afford to ignore. Service is the keynote to successful business enterprise. Without service no dealer can succeed. As Mr. Occomore succintly puts it, service is not merely clerical. It means "service all along the line, from having the article in stock in sufficient quantities to the delivering of the same to his customers' premises and the collecting of the account."

He who has no goal in busiuess is scarcely likely to run a winning race.

Pays to Attend Conventions.

By reference to the symposium on another page in regard to the subject of things to do in order to make 1913 a successful year in business, it will be noticed that Mr. D. Cinnamon emphasizes the importance of attending all the sessions of the retail hardware convention which is to be held in Hamilton this month.

Coming from Mr. Cinnamon the suggestion is doubly valuable. He is one of the leading retail hardwaremen of Ontario, and as he has been a regular attendant at the conventions of the Association it may be presumed that his suggestion is based upon his own experience.

There is undoubtedly time wasted at conventions of all kinds, and there always will be as long as men gather together. This has no doubt caused certain merchants to keep away from them. But it is short-sighted indeed for any dealer to stay away from the Ontario Retail Hardware convention, or any other trade convention for that matter, because strict economy of time is not practised at each and every session.

No hardwareman who kept his eyes and ears open, and who rubbed shoulders with his fellow dealers, ever attended a convention appertaining his line of business without being a gainer thereby.

Those who attend conventions, and when they return home put into practice the ideas they have gleaned, always find that it pays.

Poor advertising copy, like faith without works, possesses little potency.

Course Warranted by Its Success.

The merit of a thing or act is usually determined by the measure of success which follows in its train.

Applying this principle to action of the officers of the National Retail Hardware Association in refusing to attend the annual conventions of the manufacturing and wholesale associations in Atlantic City last fall we must conclude they did the proper thing.

They declared that until they had their investigation into the matter of selling to catalogue houses completed a conference with the manufacturing and wholesale interests would be useless. Whether it would

have been altogether useless or not does not matter. What counts is the fact that when the retailers had completed their investigation they and the different interests were enabled to get together, and with the facts before them, discuss in a free, candid and friendly way the questions at issue.

But the chief point gained, it appears to us, is the recognition by the wholesalers of the justice of the claims of the retailers to the effect as they are the medium through which 90 per cent. of the hardware is distributed to the consuming public that they should be accorded prices by the manufacturers which will enable them to meet the competition of the catalogue houses which sell the remaining 10 per cent.

While the wholesalers concurred in the principle as embodied in the platform adopted, it has yet to receive the concurrence of the manufacturing interests, it seems to us that considerable headway has been made in solving the most intricate problem that is now facing the hardware trade.

The evils or disabilities which the retailers are seeking to remedy were not born in a day. They are the slow but steady development of years. And while we may not expect to see them suddenly cured as by a miracle, yet time and patience is evidently destined to work a great deal of good.

The retail trade in the United States are blazing the way, and the trade in Canada hope it may create a pathway out of the difficulty for them as well. Canadian hardwaremen are therefore praying for the success of their confreres in the United States.

A neglected store front is a neglected opportunity.

Don't Wait for Trade.

A good many retailers are themselves to blame for the inroads the mail order houses have made into their local trade. They carry a good stock of staples but refuse to place orders for special lines, merely sending in orders when a customer comes to the store and, because he cannot buy it anywhere else conveniently, requests the local merchant to order it for him.

In the eyes of many retailers it is "undignified" for a merchant to solicit business outside his store. But men are in business for profit rather than to please their personal whims. While sacrificing nothing in the way of sefl-respect it is the merchant's business to cater to his customers' needs and to defend his interests against the inroads of competitors by giving his customers the best possible service.

The mail order house, by making it easy for the farmer and town resident to buy from a catalogue, a picture of the goods being shown along with the price, provides a service for customers which must be excelled if the local merchant is to hold his own. And the local retailer can only excel by the introduction of new methods in his store—by extending the variety of goods he handles, by improved methods of advertising and display, and by getting out from behind the counter and creating rather than waiting for trade.

In an Ontario city recently a traveling salesman made a canvas of the residence section and sold $1,000 worth of aluminum kitchen ware in two weeks. That he made the sales is plain evidence that the business was there, that the customers were willing to buy, even from a stranger. If one of the local hardwaremen had had enterprise enough to put in a stock of aluminum ware and sent a demonstrator or clerk out with samples he ought to have done even better than the stranger on account of his local standing and reputation. It is quite probable that one or more of the local hardwaremen had equally good aluminum ware in stock, but lost the business by neglecting to adopt modern methods of selling it. And it is also quite probable that these merchants joined in the protest against an outsider visiting the town and securing business they made no effort to secure.

Another story with the same moral comes from a Western city where the hardware firms declined to put in stocks of leather belting. A harness firm then took up the agency and now do a tremendous business in belting.

There are some lines that cannot be expected to sell themselves, and leather belting is one of theme. Customers' wants must be looked after and this can only be properly done by canvassing possible buyers and learning the class and size of material they use and are likely to be in want of at some time. It would be unwise to stock half a dozen sizes of belting if the local manufacturers use only two or three sizes, but unless the hardwaremen or one of his staff calls regularly upon the local factory owners the business will be given to some outside salesman who has the necessary enterprise to go after the trade.

Behind-the-counter-salesmanship is important, but not so essential as that which brings trade to the store, included in this being personal solicitation, newspaper advertising and window trimming.

It is easy for merchants to secure clerks who can sell a well advertised saw marked $1.50 for that price over the counter or to supply the wants of a customer who wants two packages of carpet tacks. It may be harder to find assistants who can write a good ad., dress an attractive window, or show initiative in developing trade outside the store, but such salesmen can only be developed by giving them an opportunity to prove their ability.

While the new year is yet young make up your mind to pay more attention to "outside salesmanship" and, by putting new ideas into practice, endeavor to "create" as well as "do" business. The man who waits for business to come to him in this strenuous age is likely to be allowed to be a good waiter. Take all the business that comes your way, but more will come if you seek for it.

Those who visit Hamilton during the retailers' convention are assured of a good time as well as a profitable time.

A Billion Dollar Trade.

When Canada's foreign trade crossed the half billion mark six years ago there was probably no one in the country who, in their contemplative moods, saw the possibility of reaching the billion dollar mark by the end of 1912.

But whether or not there was anyone with such a vision, the billion dollar mark has been crossed. In fact we have gone six million dollars beyond. Naturally everybody is disposed to "plume his feathers" over the matter. It would take the figures of five such years as that of twenty-five years ago to equal those of the one year of 1912 alone. In ten years the increase is over 130 per cent.

Based on the last census the aggregate foreign trade of Canada is $139 per capita compared with $38 per head of population in the United States.

Sir Wilfrid Laurier's prophecy of ten years ago to the effect that while the nineteenth century belonged to the United States the twentieth century would belong to Canada, promises to become true.

Hamilton Convention Will Break Past Records

Interesting program includes Three Picture Shows and Two Question Box Nights—Monster Banquet to be provided by Manufacturers—Single fare rates on all railways—Program begins on Monday with Prizes for early comers.

For the eighth time Ontario retail hardwaremen will assemble in annual convention this month, the meeting place being the Ambitious City, the hardware manufacturing centre of Canada.

After meeting several times in Toronto the Retail Hardware Association four years ago met at Hamilton and had what many yet claim to be the best meeting in its history The recollections of those exciting meetings in the Waldorf Hotel, the visits to the factories, the splendid banquet put up by the Hamilton jobbers and manufacturers, and the meeting with the many good fellows who co-operated as hosts and exhibitors at that convention.

Four years have rolled by and after holding conventions at London, Peterboro and Guelph, another convention, the greatest of all, will be held at Hamilton on February 17th to 21st, but instead of the convention meetings, the exhibits, the banquet and the whole affair taking place in the Waldorf Hotel, the Exhibition, managed by the Canadian Hardware Manufacturers Exhibitors' Association, and the Convention of the Retail Hardware and Stove Dealers' Association, will be held in the 13th Regiment drill hall, the banquet (with seats for over 600) will be held in the rink, and while the retailers will make the Waldorf Hotel their headquarters, the exhibitors will make the Royal Hotel their rendezvous.

The Convention Spirit.

What is it that brings several hundred bright business men together at the conventions of the retail hardware association? There must be some one thing which is present in the mind of each man; some magnet that draws him with irresistible force to the place of meeting.

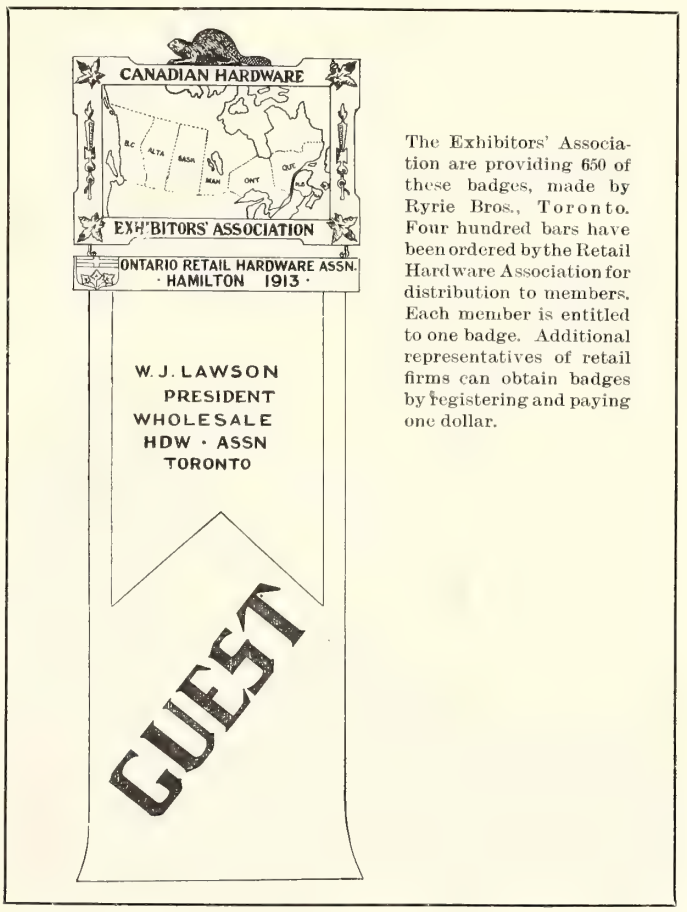
It is the convention spirit, the desire to meet with his fellow dealer and discuss with him the problems of his business on the floor of the convention hall, in the lobby of the hotel and while breaking bread together. This convention spirit is something worth cultivating as it is a great power for good in the hardware business and other lines of trade.

The big merchant, the successful man, has become so for some well defined reason. He has done things better than his neighbor, has done them differently; that is probably the largest factor in his success. He should, therefore, be willing to tell his fellow dealer what he has done and how and why he has done it.

In Toronto there is one retailer who sold probably a thousand stoves last year, a dealer in another place made a big turnover on vacuum cleaners, another hardwareman has an interesting story to tell about getting his fellow dealers together and establishing prices for his district, another is noted for being systematic in his buying methods, another makes a specialty of builders' hardware and tools, another canvasses the factories for orders for belting and other supplies, another puts a range on a wagon and canvasses the farmers to beat out the range peddler at his own game, another makes a clean-up of the paint trade in his district by up-to-date methods, and still another, threatened by mail order competition, successfully fights the catalogue houses and reduces the number of express parcels coming into his town from the big city stores.

Now then, supposing the winning fight which Jones, the successful retailer, puts up against the catalogue houses were multiplied by 10,000, it would surely cut some considerable figure in the business of the millionaire merchants.

This catalogue house question is only quoted as an illustration of how the successful man can help his trade at large. In accounting, in dealing with the price-cutter, in advertising, in show window work and in countless other ways one dealer can greatly help the other to greater efficiency in business; and that surely means greater profits. All at no expense to any one, but to the great and lasting benefit of a large number.



The Exhibitors' Association are providing 650 of these badges, made by Ryrie Bros., Toronto. Four hundred bars have been ordered by the Retail Hardware Association for distribution to members. Each member is entitled to one badge. Additional representatives of retail firms can obtain badges by registering and paying one dollar.

But not only in the question box discussions can an exchange of ideas be made to advantage. Wm. Magladen, New Liskeard, one of the brightest and most successful hardwaremen in Ontario, stated last spring that he looked back upon the Hamilton convention of four years ago as the beginning of his real entry into the hardware business. Another prominent merchant in an Ontario city attributes his success to a talk that he had with a fellow dealer in the privacy of the room they were compelled to share during a convention in Toronto five or six years ago. The benefit that man

has reaped from conventions, he says, could not be measured in money.

The writer also knows of a young salesman who spent a week at one of the Ontario conventions at his own expense with the result that the acquaintance he made with the buyers and sellers there enabled him to buy so much better for his employers that he saved his entire year's salary. Now, while his employers did not appreciate this saving sufficiently enough to reimburse him, the knowledge of merchandise and acquaintanceship with the trade gained at the convention indirectly resulted in his leaving the old firm and taking a position on the road at a greatly increased salary.

Any hardware merchant or store manager who buys over $5,000 worth of hardware, stoves or paints does himself an injustice if he stays at home the week of the hardware convention and exhibition at Hamilton this month.

ILLUSTRATED LECTURES AT CONVENTION.

The processes of smelting iron, making pig and bar iron, wire drawing, etc., will be illustrated in a moving picture show to be held on Monday evening, the opening night of the convention, the slides being described by a representative of the Canadian Steel & Wire Co., fence manufacturers, Hamilton.

Saw manufacture in all its forms will be illustrated on Tuesday night in a picture talk by H. T. Benham, of E. C. Atkins & Co., Indianapolis, Indiana. Mr. Benham has a wide reputation as an authority on window trimming and advertising and his talk should be very instructive.

Modern paint making, the old Dutch process of corroding lead, mining and smelting of zinc ores, the



Hamilton Armouries, where this year's Convention and Exhibition will be held

varnish industry from the collection of gums to the finished product, dry color making and the mining and calcining of oxides, will be shown in a series of pictures to be described by L. R. Greene, advertising manager of the Sherwin-Williams Co., Montreal, on Wednesday night. Mr. Greene is thoroughly familiar with his subject and his address should be very instructive.

These illustrated lectures should be worth a trip to the Hamilton convention by themselves and those who miss this opportunity to add to their hardware education will be the chief losers and they will have only themselves to blame.

THE CONVENTION COMMITTEES.

The following committees have been named to assist during the Hamilton convention:—

Reception—Ed. Wanless, Chatham (Chairman); J. R. Hambly, Barrie; D. Cinnamon, Lindsay; W. J. Bell, Beeton; G. A. Binns, Newmarket; W. A. Rankin, Ottawa, and Nelson Mills, Hamilton.

Membership—J. N. McGregor, Oakville (Chairman); J. W. Zavitz, Wallaceburg; George Matheson, Toronto; W. J. Carter, Picton; W. D. Dewar, Pembroke; J. E. Mosely, Huntsville; A. E. Bottom, Bobcaygeon, and H. E. Patterson, Drayton.

Resolutions—Ed. Brocklebank, Arthur (Chairman); A. M. Watt, St. Catharines; Frank Taylor, Carleton Place; Joseph Harding, Toronto; James McGregor, Caledonia; T. M. Nash, Wellington, and W. D. Sampson, Blenheim.

Question Box—Wm. Magladery, New Liskeard (Chairman); B. G. Fulton, S. Ste. Marie; Phil Alexander, Hamilton; F. W. Miskelly, Smith's Falls; M. McKillop, West Lorne, and F. E. Hendershot, Mount Forest.

Prize Drawing—H. Occomore, Guelph (Chairman); C. W. Conn, Tillsonburg, and W. W. Bennett, Gananoque.

Conference with Jobbers and Manufacturers—President Madole, Napanee; Wm. Magladery, New Liskeard; W. J. Carter, Picton, and J. N. McGregor, Oakville.

THE CONVENTION PROGRAMME

Monday, 9.30 p.m., manufacturers "At Home" to retailers, smoker and entertainment, Royal Hotel banquet hall.

Tuesday—
- 9.00 a.m.—Convention, opening ceremonies, address of welcome, etc.
- 10.00 a.m.—Retail convention goes into executive session.
- 10.30 a.m.—Manufacturers' Association meeting.
- 2.00 p.m.—Joint meeting of both associations.
- 3.30 p.m.—Exhibition open to retailers.
- 7.30 p.m.—Exhibition open to public.
- 8.00 p.m.—Question Box discussion.

Wednesday—
- 9.00 a.m.—Committee meetings.
- 9.30 a.m.—Exhibition open to retailers.
- 2.00 p.m.—Exhibition open to retailers.
- 7.30 p.m.—Retail Convention and Question Box discussion.
- 7.30 p.m.—Exhibition open to public.

Thursday
- 9.00 a.m.—Retail Convention, election of officers, etc.
- 10.00 a.m.—Exhibition open to public.
- 2.00 p.m.—Exhibition open to retailers.
- 4.00 p.m.—Joint conference of Retailers, Jobbers and Manufacturers.
- 7.30 p.m.—Exhibition open to public.
- 7.30 p.m.—Manufacturers' banquet to Retailers and Jobbers.

Friday
- 9.00 a.m.—Meeting of Retail Executive Committee.
- 9.00 a.m.—Exhibition hall open to retailers.
- 12.00 noon—Adjournment.

The Canada Steel Goods Co., Ltd., Hamilton, Ont., will erect a $40,000 addition to their factory.

Live Subjects for Convention Discussion

Many Retailers Suggest Many Matters Which may Profitably be Considered at the Hamilton Convention

The more practical the subjects are which are discussed at a gathering the more benefit is naturally obtained by those who attend.

With a view to obtaining an opinion from retailers as to what subjects they would suggest for discussion at the coming convention of the Ontario Retail Hardware and Stove Dealers' Association, a number of retailers were asked the following question by the Canadian Hardware, Stove and Paint Journal:—

To what subjects, above all others, should the Ontario Retail Hardware and Stove Dealers' Association give attention at the coming Convention which opens in Hamilton on February 17th?

Although the time allowed for answering the question was short, a number have been received up to the time of going to press. As it will be noticed by a perusal of those subjoined, there is enough in these answers alone to give the Convention plenty of food for discussion, to say nothing of the Question Box, a partial list of which is published elsewhere in this issue.

J. N. McGregor, Oakville:—Salesmanship that applies to the average hardware store. Former talks on this went over the heads of the average man.

* * *

A. & H. Wideman, Markham:—We would like to ask, why, with a protection up to 35 per cent. against United States manufacturers, Canadian manufacturers are afraid to allow a United States manufacturer space to exhibit at the [illegible] Convention? Why?

* * *

Chas. W. Conn, Tillsonburg.—The taking off of charges for inspection of weights and measures, the Parcels Post Act and an open discussion of trade grievances are subjects which should be given close attention at the next convention.

* * *

R. H. Breeze, the Collingwood Hardware Co., Collingwood:—By all means discuss some definite method of arresting further progress in the propaganda decided upon by the mail order houses.

* * *

W. D. Stinson, Omemee:—One of the subjects that should be considered is: "How to prevent the manufacturers and jobbing houses from supplying the sources from which the grocers and dry goods merchants get their tin, granite and hardware." In many cases, these goods are sold in grocery and dry goods stores as leaders, which is a detriment to the hardware trade generally. In the event of manufacturers and jobbers continuing such practice, what action should retail hardware dealers take in the matter?

* * *

Ed. Wanless, Chatham:—By all means, Parcels Post If we do not work hard, we are surely going to have it soon. Every merchant should get busy and fight against it in every possible way. Then the Question Box. You all know I am very partial to this discussion and I think that if it were given two evenings, with the help and co-operation of the members, a great deal can be accomplished.

The Smith Hardware Co., Belleville:—Mutual Fire Insurance is, we think, a most important matter to be discussed and adopted by the hardware people.

* * *

Thos. M. Nash, Wellington:—Parcels Post in Canada should be thoroughly discussed at Hamilton.

* * *

A. W. Moore, St. Catharines:—The tendency of certain jobbers to sell direct to the consumer, especially if they think they are not getting their share of business out of a town.

* * *

E. A. Whitten, the Whitten Co., Bracebridge:—We would suggest that the association go into the subject of window dressing.

* * *

Carter Bros., Picton:—To our minds, the Parcels Post question is deserving of most attention at the coming convention.

* * *

Fred. C. Bishop, Norwich:—I would like to see the matter of the city merchant getting a 7½ per cent. better price than the country man on tin and graniteware. It looks unfair to some of us fellows; also that department stores should be on jobbers' lists for rifles, saws and wrenches. There are certain saws and wrenches I do not sell on this account. I think if all hardware men would stick we could cut this matter out.

* * *

F. A. Hoar, Barrie:—I would suggest that we take up the working out of a system (similar to J. Walker & Sons, Montreal) on how to check the stock and thus overcome the great difficulty of over-buying.

* * *

David Tieman, Dashwood:—Parcels Post, peddling oil by oil jobbers and inspection of weights and measures, are three subjects which I would like to see taken up.

* * *

Fred. Adams, the Adams Hardware Co., Guelph:—I think a goodly share of attention should be given to a discussion on Parcels Post.

* * *

W. W. Baker, Granton:—The main subject to be dealt with is weights and measures. Another thing is hardware dealers cutting prices on such lines as binder twine, wire, cement and nails. These are goods which the farmer must have so there is no reduction needed to sell the goods.

* * *

W. F. Macpherson, Prescott:—The matter of getting and maintaining a price, with a good profit included. A thorough discussion on this, with the views of brother hardware dealers, should prove of sufficient interest to bring every retail hardware dealer in Ontario to our convention. It can be done.

* * *

A retailer, whose card was unsigned:—How to prevent the jobber who is not getting trade from a retail merchant in a particular town from selling to contractors direct. We cannot buy from every jobber,

and a great number, when they are turned away, immediately turn to the contractors. Is there not some way that the retailers in other towns, who are buying from this jobber, can keep him in his place?

* * *

H. Occomore & Co., Guelph:—I would say that in my opinion the subjects above all others that the Ontario Retail Hardware and Stove Dealers' Association should give attention to at the coming convention are the two following: (1) If we are to have the hearty co-operation of the manufacturers exhibitors, what have we as retailers to do? (2) If we as an association are to have the support of the retail hardware trade of Ontario, what must we do to make our meetings more attractive, so as to hold them and give them a desire to come next year?

* * *

Geo. L. Lander & Co., Oshawa:—1. Glass manufacturers selling direct to consumers. 2. Let the retail man remember the jobber is his friend. 3. Let the banquet be paid for by the retail men at so much per head. 4. Discuss mutual fire insurance among retailers. 5. Oil men selling to consumers too much.

*

S. R. Peart, Rockwood:—I think we should deal with Parcels Post and the Weights and Measures Act. I don't think it is fair that we have to pay so much for inspection.

* * *

The Howell Hardware Co., Goderich:—We consider the most vital question before the hardware trade to-day is "How best to keep trade at home," keeping in view the fact that expenses are higher each year and will not allow of selling at a margin that used to be considered good profit.

James Dandie, Streetsville:—Knock Parcels Post. Boost mutual fire insurance to be controlled by the association for hardware men only.

* * * *

C. Richardson & Sons, Harrow:—A very important question for discussion we would say is, "Is it practicable to conduct a cash business in country towns?"

* * *

J. A. Westwood, Toronto:—In our opinion the big thing for discussion is the foundation of a credit system whereby all dealers can find the ratings and find out the advisability of crediting private people. There should be a central office where this information can be had on wages drawn, names of store they deal at, what kind of pay they are and if steadily employed at a yearly fee.

Train Service to Hamilton Convention

Grand Trunk Railway

Leave Toronto 8 a.m., 9 a.m., 12.15 p.m., 2.00 p.m., 4.32 p.m., 4.40 p.m., 5.30 p.m., 6.05 p.m., 11.45 p.m.

Arrive Hamilton 9.03 a.m., 10.03 a.m., 1.45 p.m., 3.25 p.m., 5.35 p.m., 5.43 p.m., 6.55 p.m., 7.13 p.m., 1.05 a.m.

Passengers arriving at Toronto from Montreal, Brockville, Gananoque, Kingston, Belleville, Cobourg, Port Hope, and intermediate stations at 6.00 a.m., and 7.30 a.m., can leave for Hamilton at 8.00 a.m., or 9.00 a.m., arriving at Hamilton 9.03 a.m., and 10.03 a.m.

Passengers from Midland, Port Hope, Peterboro and Lindsay arriving Toronto at 12.10 noon, 5.45 p.m., 9.20 p.m., or 10.25 a.m., can make connections with above trains leaving Toronto.

Trains leaving Windsor at 7.00 a.m., 12.40 p.m., 4.15 p.m., and 7.35 p.m., stopping at Chatham, Thamesville, Bothwell, Newbury, Glencoe, Appin, London, Ingersoll, Woodstock, Brantford, arrives at Hamilton 2.26 a.m., 5.55 a.m., 10.25 a.m., 11.10 a.m., 2.23 p.m., 5.26 p.m., 6.53 p.m., and 9.00 p.m.

Leave Niagara Falls at 12.30 a.m., 6.15 a.m., 7.45 a.m., 9.50 a.m., 12.25 p.m., 2.23 p.m., 4.55 p.m., and 7.45 p.m., stopping at Merritton, St. Catharines and certain intermediate stations, arrives Hamilton 1.30 a.m., 7.40 a.m., 8.45 a.m., 10.50 a.m., 1.45 p.m., 3.29 p.m., 6.30 p.m., and 8.50 p.m.

Leave Stratford 4.40 a.m., 7.20 a.m., 8.50 a.m., 1.45 p.m., 4.30 p.m., and 6.50 p.m., stopping at Berlin, Guelph, Georgetown, Brampton and intermediate stations, connecting at Toronto with various trains mentioned above for Hamilton.

Leave Southampton at 6.00 a.m., 10.10 a.m., and 1.30 p.m., stopping at Walkerton, Harriston, Palmerston, Fergus, Elora, Guelph, Hespeler, Preston, Galt, Harrisburg, and Brantford, arriving Hamilton at 7.45 a.m., 12.40 p.m., 5.26 p.m., and 7.35 p.m.

Leave Kincardine at 5.30 a.m., 10.00 a.m., and 1.30 p.m., stopping at Ripley, Wingham, Ethel, Listowel and Pelmerston, arriving Hamilton at 12.40 p.m., 5.26 p.m., and 7.35 p.m. You can also leave Durham at 7.15 a.m., and 2.45 p.m., and Mount Forest 7.50 a.m., and 3.21 p.m., and arrive Hamilton 12.40 p.m., and 7.35 p.m.

Leave Owen Sound at 5.35 a.m., and 1.10 p.m., stopping at Chesley, Hanover, Harriston and Pelmerston and arrive at Hamilton at 12.40 p.m., and 7.35 p.m.

Leave St. Thomas at 6.35 a.m., and 3.15 p.m., stopping at Aylmer, Tillsonburg, Simcoe, Jarvis, Hagersville and Caledonia and arrive Hamilton 8.50 a.m., and 6.55 p.m.

Leave Beeton at 8.45 a.m., and 6.30 p.m., stopping at Tottenham, Palgrave, Caledon East, Cheltenham and Milton, arrives Hamilton at 11.23 a.m., and 9.15 p.m.

Leave North Bay at 6.30 a.m., 10.30 a.m., and 11.00 p.m., stopping at intermediate stations, arrives Toronto 7.30 a.m., 3.10 p.m., and 7.55 p.m., making connections with various trains mentioned above. The Grand Trunk Railway System offers the best possible train service to hardwaremen attending the eighth annual convention of the Retail Hardware Association to be held in Hamilton, February 17 to 21. Cafe and Dining car service is also operated on practically every train passing through Hamilton, so that passengers can eat breakfast or supper on the train instead of trying to secure a meal at a hotel. Full particulars and tickets, folders, etc., may be obtained from nearest Grand Trunk Agent.

Canadian Pacific Railway

The Ontario Retail Hardware and Stove Dealers Association will hold their annual convention at Hamilton this year, the dates arranged being February 17th to 21st, and the largest gathering in the history of the association is expected. Delegates will find the Canadian Pacific with its usual high standard equipment and fast train service, the popular route.

TRAINS LEAVE TORONTO 7.50 a.m., 9.30 a.m., 11.30 a.m., 1.15 p.m., 3.35 p.m., 5.20 p.m., 7.10 p.m., and 11.00 p.m., arriving Hamilton 8.53 a.m., 10.33 a.m., 12.33 p.m., 2.18 p.m., 4.38 p.m., 6.23 p.m., 8.13 p.m., and 12.13 a.m.

TRAINS LEAVE HAMILTON 7.40 a.m., 8.35 a.m., 10.10 a.m., 12.30 p.m., 3.20 p.m., 5.05 p.m., 7.30 p.m., and 8.20 p.m., arriving Toronto 8.43 a.m., 9.38 a.m., 11.13 a.m., 1.33 p.m., 4.23 p.m., 6.08 p.m., 8.33 p.m., and 9.23 p.m.

Passengers from Detroit, Windsor, Chatham, London, Ingersoll, St. Thomas, Woodstock Berlin, Preston, Galt, Goderich, Guelph and intermediate stations should try the new short line to Hamilton via Guelph Jct.

The Canadian Pacific Railway offers particularly attractive service to Hamilton from Montreal, Ottawa, and intermediate points, while the service from Winnipeg and Western Canada is too well and favorably known to require special mention. Call on any Canadian Pacific Agent for time tables and full particulars.

Convention Question Box

The "Question Box," which, as Frank Taylor, of Carleton Place, says, has been the most educative part of the convention programme, offers a common ground upon which all can meet. Questions can be asked by men who want to know more about the business they are engaged in and the answers and discussions resulting bring forth a free and full exchange of experiences from practical men who have learned by hard labor what counts for success and what hinders it.

Much can be learned by retailers at a convention as a result of conversations across the breakfast or dinner table or in chatting with other retailers on the way to or from the convention hall. But the real knowledge that comes from experience, the heart to heart talks that illuminate problems encountered by practical business men, can best be threshed out on the floor of the convention.

Wm. Magladery, of New Liskeard, handled the Question Box discussion at the Peterboro convention in a manner which brought praise from all present, and he has been appointed chairman of the Question Box Committee at the Hamilton convention. This ensures the success of the discussion to be held on Tuesday evenings, and retailers who have questions they would like to see discussed, are asked to forward their questions to Secretary Wrigley, or have them prepared in advance to drop into the question box at the Hamilton convention. The following questions have already been sent in for discussion:

"What percentage should a clerk's wages be in comparison to his sales?"

"Does it pay to handle cement at 28 per cent. on cost price, as cost $1.40 bbl., selling at $1.80 bbl., turning same over eight times a year?"

"What per cent. of sales should advertising amount to?"

"Could not the retailers and jobbers induce the gun manufacturers to keep the catalogue houses and department stores off the jobbers list?"

"The Express companies charge a greater rate to small towns where only one company is represented than they do to towns where two companies are represented even at a greater distance. Can anything be done to compel companies to charge same rate to one town as another at same distance?"

"Can 'Bargain Day' specials be run successfully in towns where you have price arrangement with your competitors on staple lines?"

"Does it pay to handle electrical supplies including cooking and heating devices?"

"Is Beaver Board a good line for the hardware dealer to handle?"

"Do the members consider the holding of special sales such as stoves, graniteware, etc., good advertising when done by a well established firm?"

"How is it possible to make tinsmithing attractive enough, so that boys will learn the trade, so as to relieve the situation that exists just now?"

"Does it pay for retailers to canvass local factories for orders for tools, belting, and other supplies?"

A KEEN ASSOCIATION MAN.

H. E. Patterson, of Patterson & Hilborn, Drayton, Ont., is taking a keen interest in the coming convention of the Ontario Retail Hardware & Stove Dealers' Association. In a letter to Secretary Wrigley he says:

"I enclose a list of men whom I will write to urging them to attend the convention this year at Hamilton, as I believe this will by far eclipse anything ever held before, although our previous conventions were very successful.

"I shall make every effort to attend the convention this winter, although I had a 10-day trip with the Frost Wire Fence Co. in November, and it is not just possible to get away any time you desire in these smaller towns where competition is so keen."

MAY VISIT THE CONVENTION

W. Shives Fisher, president of the Enterprise Foundry Co., Sackville, N.B., is planning to spend the month of March in the Western Provinces and may possibly be a visitor at the Retail Hardware Convention to be held at Hamilton this month.

Features of Hamilton Convention

Single fare rates are obtainable from all points Fort William and east to the Atlantic Ocean. A convention certificate must be secured from the railway agent with a one-way ticket to Hamilton. Certificates can be obtained with tickets coming February 14th to 20th, and returning up to February 24th.

An attendance of about 400 retailers is expected, plans having been made for a banquet in a large rink on Thursday, Jan. 20th, to seat 600 to 650 guests (the Exhibitors' Association being hosts). The banquet will cost about $3 per guest.

The exhibition opens on Monday, Feb. 17th. On Monday evening a reception will be held by Mayor Allan, Hamilton, Presidents Madole and Bittues and the officers of the Retail and Exhibitors' Associations. A moving picture show of steel and wire making and a programme of entertainment is also arranged for. Get to Hamilton Monday night if possible.

The convention opens Tuesday morning, retailers and exhibitors meeting together and then meeting separately. Another joint meeting will be held Tuesday afternoon.

Question Box discussions will be held Tuesday and Wednesday nights under the leadership of Wm. Magladery. Lantern slides illustrating the making of saws will be shown Tuesday night, and the making of paints and varnishes Wednesday night.

The exhibitors will provide nearly 100 prizes, averaging $5 each in value, the drawing to be held Wednesday evening, and to be open to retailers registering as members before Wednesday noon.

The exhibition will be open to retailers mornings and afternoons, and to the public in the evenings.

L. C. Abbott, president of the National Retail Hardware Association of the United States, will attend the convention Feb. 20th and 21st, and will explain the strained situation now existing between the hardware retailers, jobbers and manufacturers across the line. Following this address the Retail Hardware Association will hold a joint conference with representatives of the Canadian Wholesale Hardware Association and the Canadian Hardware Manufacturers' Exhibitors' Association.

The convention will close on Thursday night with a monster banquet to which Premier Borden, Sir Wilfrid Laurier and other statesmen have been invited.

The exhibition will close on Friday afternoon.

The Oneida Community, Limited, invite those who wish to visit Niagara Falls to see the ice bridge, to be their guests while there.

The Benefits of a Hardware Exhibition

Between 300 and 400 of the most progressive and up-to-date retail hardwaremen in Ontario will meet at Hamilton February 17th to 21st to discuss trade problems in meeting and one with the other; they will come to find out what is new in their line of business and to get pointers on the advancement of their business. These gentlemen will be in a receptive mood, ready to absorb knowledge, to get something that will be worth the time and money expended in coming, in many cases, long distances.

Here, then, is a splendid chance for manufacturers to show the retailers what they have to offer in the line of new and staple merchandise and of service. All this can be done under the most favorable conditions, when the dealer has leisure and when he is not only ready but also willing to listen and to be shown.

In the armouries there will be an extended exhibition of products utterly impossible by the travelling salesman who must confine himself to catalogues and possibly pocket samples when trying to dispose of his wares. Power will be used by some so that machines can be shown in operation and the good points thereof brought out better than anywhere else, save in the manufacturer's factory.

During the year it is seldom possible for the merchant and the heads of the factory or wholesale house from whom he is buying to meet and talk matters over. The personal touch has to be conveyed by the travelling salesman, and no matter how good a man he may be, he is not the "Boss" with the prestige and authority. For example, one retailer who had a long-standing dispute with a concern he had been buying goods from met the sales manager at the Guelph convention a year ago, and in a few minutes adjusted to mutual satisfaction matters which they had been unable to agree upon by correspondence.

Personal Inspection of New Lines.

A machine or a line of goods must be better in some particular than the other fellow's; must have some advantage that will appeal to the buyer. Otherwise it has no reason for existence. At the exhibition the dealer is given the opportunity to compare notes. He can see by contrast the good points of merchandise far better than he can when shown only one line at a time.

The exhibition gives the seller the time and the opportunity of showing the merchant, in comparison with other competing goods, just where his commodity is best and why.

Furthermore the personal contact, the questions and answers and the information obtained will help to enthuse the dealer who is already a customer and spur him on to renewed activity.

Every progressive hardware merchant is constantly looking for lines that are new and carry a good profit. Methods that will benefit his business; sales pointers that will help him dispose of the goods on his shelves and in his storehouse. These are some of the things a merchant expects to get when he attends the convention of his hardware association.

Learn About the Selling Points.

A part of his desires are obtained in the convention meetings and a part in talking with his fellow men in the same line of business, but he must look to the exhibition for the remainder.

A hardware exhibition from the dealers' viewpoint fills out and makes completely successful the convention meeting. It gives him the opportunity of looking over the new things that are constantly being placed on the market. It brings him in close touch with the heads of the concerns he is dealing with and enables him to get new selling points that will help him increase his sales and profits.

The man who knows thoroughly the goods he is selling, how they are made, what they will do and how others are selling them, has an immense advantage over the merchant (?) who is content with hearsay and superficial information or with none.

A customer comes into a store and asks to see a certain article. If the merchant can tell him an interesting story about the article, can advise him of the best way to use it, and can hold his interest, that dealer will not only make the sale, but he will have added to his reputation as an up-to-date retailer, and will have rendered a real service.

As has been said so many times, the profit on the first sale to a man is not the main thing to be kept in view. What is needed is to so impress him with the service he can obtain; show him that YOU are familiar with what you are selling and know his requirements, so that he will come back again and again. That is profitable business.



A. A. Bittues, Montreal

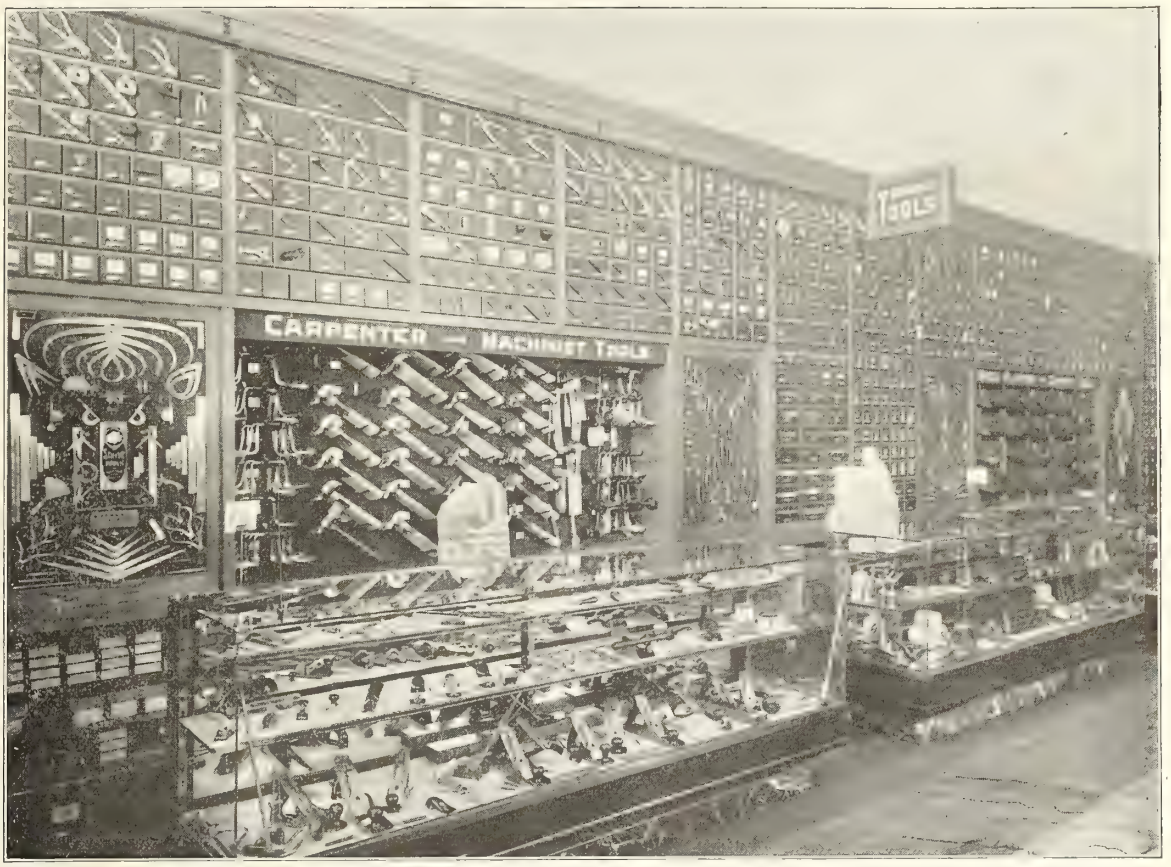
President of the Canadian Hardware Manufacturers Exhibitors Association.

This knowledge cannot be better obtained than at the hardware exhibition, where the sellers are prepared with their best men to show the merchant the why and the wherefore, how to sell and how not to sell.

At the Hamilton convention this month about eighty of the most progressive Canadian manufacturers will show their products in the drill hall of the 13th Regiment and indications point to it being the largest and best exhibition of hardware yet held in Canada.

The drill hall is centrally located and the hotel accommodation in Hamilton is ample. The convention programme is the best yet arranged and the entertainment, the banquet particularly, will be the most elaborate ever attempted at a hardware convention in Canada.

The retailer who doesn't attend, therefore, is losing a splendid opportunity to broaden his knowledge and connection as the exhibitors invite all hardware retailers, whether members of the retail association or not, to the exhibition and banquet.



View of the fixtures on the west wall of the Mills Hardware Co.'s King Street store. Tools and shelf hardware occupy the whole of this side. The manner of displaying the hammers and braces in the alcove is worthy of special note.



Partial view of the east side of the King St. store of the Mills Hardware Co., which is taken up with cutlery, paints and a few tools. The beginning of the paint department may be seen at the extreme left of the photo.



A recent display in the King St. Store of the Mills Hardware Co. Note effectiveness of the lighting arrangements.

A New and Model Retail Hardware Store

It was Opened a Few Months Ago by the Mills Hardware Company, Limited, Hamilton, and will be Open for Inspection by Those Who Attend the Convention

It has been said elsewhere in this issue that the city of Hamilton possesses some mighty fine retail hardware stores. It can be said here that it possesses one of the finest if not the finest store in the Dominion. This is the new store of the Mills Hardware Co., Ltd., opened last November on King Street East, opposite the Waldorf Hotel.

Every hardware dealer who proposes erecting a new store or altering his present one (and there are few who don't, for what man intends to go along for all time in the same manner in which he started in business) should make a trip to Hamilton during convention week and make it a point to visit this store and take in the arrangement used to display hardware. The expenses of the trip would be fully paid by such a visit, without considering the good to be gained by taking in the exhibition or the knowledge to be gleaned from attending the sessions of the retail association.

The fixtures in use are the most up-to-date it is possible to secure and many ideas have been put into use which are absolutely new.

A Short History of the Business.

It seems remarkable the rapid growth this firm has made but when one considers the policies adopted from the start, success was sure to come. The company was formed about six years ago and business was started in a little store on John Street. Three years ago they erected a handsome new store on Barton Street East, but still retained the John Street site.

Business began to come so well in the new store and the old John Street store gave evidences of being overtaxed, that it was soon seen that better uptown facilities were needed. Various central properties were considered and the store they now occupy on King Street East and the one adjoining were finally selected. The store was re-modelled and re-decorated through out and all new fixtures installed.

Why They Succeed.

The firm attributed much of their success in building up their excellent business in the Barton Street store to the appearance of the stock that they resolved to follow out the some principle in the new store on King Street East. Everything installed must be of the best, so plans were drawn and the hunt commenced to find the proper men to install the fixtures.

Some of the Fixtures.

Cameron & Campbell, Toronto, were finally given the job of putting in the shelving and the Bennett patent hardware boxes. Almost the whole of the west side of the store from three feet from the floor to the ceiling is taken up with these boxes, 1,500 in all. Each one bears a neatly printed label showing what it contains. The greater part of the space below the boxes is taken up by shelves on which is kept surplus stock. Some Bennett boxes are used in this space, however, for stocking the bolts and screws. And the method of storing these is worth special mention. In the Barton Street store, these goods are shown in little pigeonholes against the wall, one size bolt to a compartment. They take up a space of 12 x 24 feet. In the new store on King Street, Bennett boxes are used and these are divided by tin partitions into as many as five compartments, permitting of the storing of five different sizes. Of course, as the size of the bolts increases, the number that can be stocked in a drawer decreases. However, by this method, practically the same amount

of bolts that are kept in the Barton Street store in a space 12 x 24 feet is kept together in 12 x 2½ feet.

The space below the ledge has been divided in two, the upper half set in towards the wall about four inches more than the lower. This forms a step and the clerks can reach the shelves without the aid of a ladder, excepting to get at the very highest points. This means that ladders are necessary for high up boxes only. Those in use are Lane's patent tubular track rolling ledge ladders.

All the boxes are finished in golden oak and the shelving in between faced in oak of a light green shade, forming a pleasing contrast.

Silent Salesmen.

On each side of the store, near the front, are three large silent salesmen, in which are displayed cutlery, brassware, silverware, tools, etc. These cases were supplied by Kent-McClain, Ltd., Toronto, and are not to tools. The former line is featured strongly in connection with the business and no time or money is spared to make the display of the stock as attractive as possible. Three large silent salesmen are filled with many lines. These are lighted by electricity and show the goods off to excellent advantage. The surplus stock is carried on the shelves behind. A feature is a number of wall boards, 24 inches square and covered with dark felt cloth, on which are displayed various lines of scissors, razors, kitchen and pocket knives, and other articles embraced in the cutlery line. These boards are all removable, and may be taken down in order to give a customer a closer inspection of the goods on display.

The paint department occupies a large space and Mr. Mills makes it a point to see that his clerks keep the labels on the cans clean and the stock looking fresh. The shelves are divided into compartments and the various colors grouped together so that no trouble



A general view of the King St. Store of the Mills Hardware Co., Hamilton. The store is a new one and will be open to the inspection of delegates to the Hardwaee Convention.

the regular sized ones but were made specially for the Mills Hardware Co. to go with the rest of their fixtures.

The counters are all of oak and were supplied by Burton Baldwin, Hamilton. Some of them have closed fronts and goods are stored underneath. One counter towards the rear of the store has been left open and divided into compartments 12 inches square. This is used as a nail bin. The big feature of this is that the public can see the different sizes from the front and the clerk can get at them from the back. This leaves a clean floor in front of the counter. The firm used to have a similar counter for displaying hinges but have done away with it and are now buying their hinges done up in the new cartons. This costs a little more, but Mr. Mills says it is worth it.

Arrangement of Departments.

Practically the whole east side of the store is taken up by cutlery and paints, although some space is given is experienced in finding a certain line when asked for. The department is kept as attractive as possible by the free use of color cards and slats supplied by the manufacturers. The space in front of the shelves is occupied by three tables, divided into compartments, in which are shown various sized brushes and painters' supplies. Everything bears a price ticket, so that customers can select an article when the clerk is busy and wait to have it wrapped up.

Right at the rear on this side is the department for garden tools, garbage receptacles, shovels and forks, etc.

Arrangement for Displaying Tools.

The method of displaying tools in this store is the best the writer has ever seen. In place of shelves all the way along the walls, at intervals the fixtures have been cut away and sort of alcoves formed. These are lined with dark green cloth, in order that the goods will show up better. An idea of how this is

done may be had from the accompanying photographs. In the alcoves where hammers and braces and bits are shown, several rows of brackets have been put up the rows being about six inches apart. The head of the hammer is allowed to rest on one of these and the lower part of the handle on the one lower down in the next row. These brackets are sufficiently wide to permit of six hammers of a size being shown on each hook. As there are several brackets in each alcove, it will be readily seen the number of hammers that can be displayed in the small space. Then, too, there is another advantage. As there is half a dozen of a size on display, if a sale is made, one can be taken down right there without detracting from the display. Otherwise, the tendency would be, where only one was shown, to leave it there and get one from stock, using the time of the customer and of the clerk. If this was not done and the one on display taken, the appearance of the display would be destroyed.

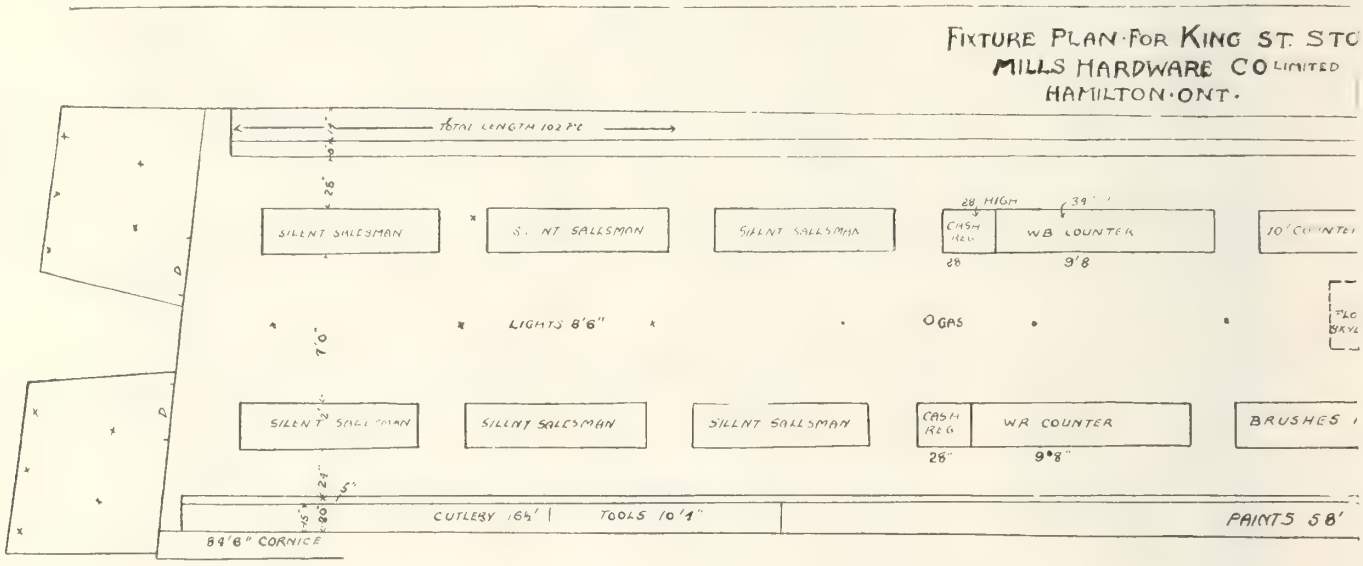
sible to have these doors were it not for the alcoves. When it is desired to get at the stock behind the doors they can be run along the face of the alcoves. The goods in behind are kept in Bennett boxes and these doors cover them up and greatly improve the appearance of the shelves.

Excellent Lighting Arrangements.

The store is well lighted with handsome electric lights suspended from the ceiling down the middle of the store. The globes used are an acorn pattern, finished in frosted effect, which throws a nice quiet light on the goods on display. Four large skylights at the rear throw ample light at that end. In front of each department is an electric-lighted sign showing what goods are contained in that department.

Fixing the Selling Price.

At the back of the store proper is a large receiving room, where all freight is taken in. Here is where



Economy of Space.

How many retailers could display 144 saws in a space 4 ft. by 8 ft. 6 in.? Yet this is what the Mills Co. are doing. These are shown in an alcove, but instead of brackets being used, as in the case of the hammers, several posts are erected, about 2 ft. 6 in. apart, and from each of these protrude pegs, both back and front. The saws are shown with the handles resting on one of the front pegs, and the blades on the rear peg of the first post to the left. Six of a certain size are shown in each lot and tickets are tacked near each size, bearing the initial of the maker and the size and point of the saw. Each peg on which the teeth of the saws rest is bound with loom, so that the teeth will not be damaged. A better idea of the method of display can be had from the accompanying photos of the store fixtures.

These alcoves are left open. The reason a glass front has not been put on is that the management considers that glass throws a reflection back on the goods and, as a result, they do not show up so well.

On each side of the alcoves on the west side of the store are sliding doors, covered with dark green cloth. On these are displayed in neat design such articles as Starrett tools, pliers, screw drivers, files, auger bits, chisels, etc. The main reason for their being shown in this manner is that they are too long for the Bennett boxes in use in the store. It would not be possible to have these doors were it not for the alcoves. When it is desired to get at the stock behind the doors they can be run along the face of the alcoves. The goods in behind are kept in Bennett boxes and these doors cover them up and greatly improve the appearance of the shelves.

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Fixing the Selling Price.

At the back of the store proper is a large receiving room, where all freight is taken in. Here is where the selling price is put on everything before it is taken into the store. The Mills Hardware Co. does not put the cost mark on any of its goods, not even a code mark. Because a clerk knows the cost, he is wise to the profit and this has a tendency to cut the selling figure. The Mills Co. keep a price book, the same as a jobbing house, and everything is entered there—where it is purchased from and what it cost. Freight, discount, list prices and all such items as are entered in a jobbing house book are used here. When an invoice for a shipment of goods comes in, the book is turned up to see if the cost is the same as similar goods purchased before. By these methods, no one but the price clerk knows what the goods cost and the secrets of the business are kept where they belong—away from a staff of clerks who are here to-day and gone to-morrow.

Order in the Cellar.

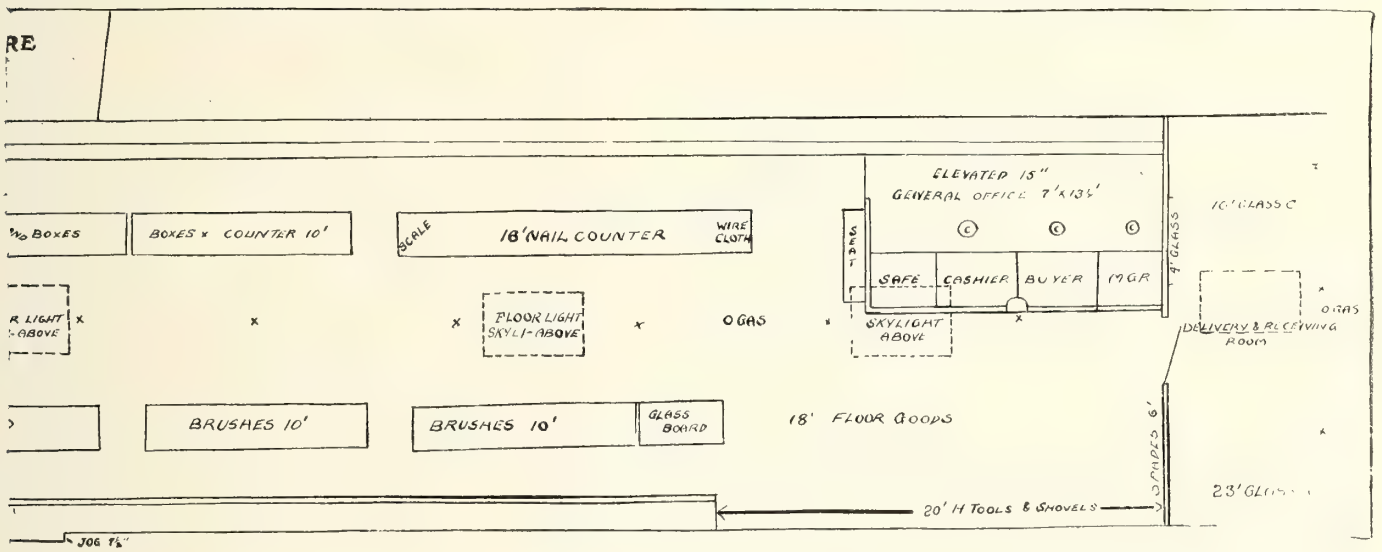
Down stairs is a capacious cellar running the whole length of the store. Unlike a great many other hardware stores, there is no confusion down here. All goods are kept on shelves in compartments and a clerk can get anything he wants just in a minute. The place is just as tidy as the store upstairs.

That system is paramount in the store, even in small things, is shown in the price tickets used, a sample of which is herewith reproduced, along with the parcel

label used by the firm. These tickets are printed to show all different prices and a sufficient quantity is done at a time to last for a while. They are kept in a small cabinet that stands just back of the window, and when a trim is being put in, the decorator takes the cabinet into the window with him and has all the different prices right there. The cabinet is divided into fifty compartments, containing fifty different prices. This means a great saving of time for every article in every window trim bears a price ticket.

Cash Register System.

A new cash register system has just been installed by the National Cash Register Co. They claim it is the first system of its kind they have ever turned out, either in Canada or the United States. Mr. Mills was asked to describe it, but he replied, "Why, if I did, it would fill half a dozen pages in your journal." We can't afford that much space, but it will suffice to say that when the order is made out on the counter check-



book, both the duplicate and the original are placed in the machine and when the machine operates, the clerk's number, the amount of the sale, the number of the sale and the date are stamped on both original and duplicate. The registers (there are two of them) number the sales in rotation, and thus the merchant can tell at a glance how many sales have been made during the day. There are many other advantages which the proprietor of the store will be only too glad to explain. The object of stamping the amount of the sale both on original and duplicate, when it has already been written in in pencil, is this: Supposing a clerk sells a pair of skates for $3. He writes this amount on the counter check. He is given a $5 bill and when he goes to the register, he may make a mistake and punch the $2 key and not notice his error. He gives the customer his $2 change and the result is that the register will be $1 over at night. The mistake can be easily found when the bills are checked over, for, if the proprietor sees $3 written in the body of the sales slip and only $2 registered at the top, he knows that that is where the mistake has occurred and can tell the clerk who made it. The counter checks are made out in duplicate and when a customer gives an order to be sent, he is given a small slip that acknowledges receipt of the money, and if he does not receive the goods he can show this slip and demand a reason why the goods have not been delivered. Then, too, the back of the original order form (the one the customer receives) contains a written guarantee that the firm will replace free of charge any article purchased from them that proves defective in material or workmanship.

The Delivery System.

The store has an excellent delivery system. Four deliveries to various parts of the city are made each day from each store, but where the Mills Co. has the bulge on the other fellow is that when an order comes in from a distant part of the city, in the district where the Barton Street store is located, the order is telephoned to the Barton Street store and the goods sent from there but charged to the King Street East store. As the stores are a mile and a quarter apart, this saves a lot of time. Of course, this rule works both ways, i.e., if the Barton Street store receives an order from uptown, it is phoned to the King Street store and they deliver it. This is an excellent system to be able to deliver goods both east and west a distance of four miles four times a day.

A Novel Wagon.

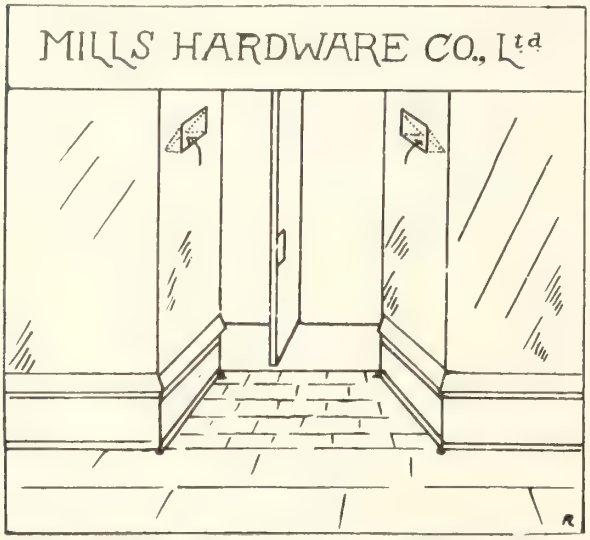
One of the deilvery wagons used has a couple of novel features. In place of the ordinary back gate in use on most wagons, it is equipped with a collapsible gate, similar to that on an elevator. This folds in from 3 ft. 6 in. to a space of 6 in. The big advantage is that when heavy goods, such as nails, wire, etc., are being delivered or loaded on the wagon, the driver can back right up to the wall, which would not be possible if the back had to be pulled out and propped up. This means that the heavy lifting is largely done away with and much time is saved.

This wagon is also closed in for half way across the front by a wire screen, the other half being taken up by the driver's seat. This is an advantage for two reasons. In the first place, on a wet day and during a beating rain, the water cannot drive in. In the second, the space that would otherwise be taken up by the seat can be used for goods. A hardware wagon should be built to accommodate a screen door and if the seat is extended across the whole front it would mean that the wagon would have to be a foot longer, and the weight of the load thereby increased. The whole thing is caged in to prevent stealing and it has the same kind of a backboard as is used by a prom-

inent express company. By a patented arrangement the backboard can be let up or down at any angle from one side.

All Parcels Labelled.

Every parcel that is delivered bears either one of two labels similar to the one here reproduced. The only difference in the two is that the one not shown is for C.O.D. parcels and in place of the words "Paid Parcel," the letters "C.O.D." are inserted. Then, too, the paid slips are printed in red in white, while those



This shows the method employed to ventilate the show windows in the Mills Store.

on which collection has to be made are done in green and white. This difference in color prevents any mistakes for the driver knows as soon as he sees the green slip that the goods are not paid for.

No Special Sales.

Special sales are an unknown quantity in the Mills store. "We figure that they are not successful in high-class hardware business," said Mr. Mills. "Hardware is not so much a women's trade and men will not run to a special bargain sale like the ladies will. We have tried to run a few sales but do not think they paid us for the money spent. Then, too, the hardware business is one for which you have to wait to see the growth. A 5, 10 and 15-cent store figures on doing so many thousand dollars worth of business the first year. They have to. It would take a hardware man a good many years to secure the turnover a 5, 10 and 15-cent store gets the first year."

One Reason for Success.

A big factor in the success of the Mills Hardware Co. is the fact that they always employ capable lieutenants. When a man enters their employ he is paid for the efficiency he shows. The only reference they ask is regarding a man's experience. Every man who comes to their store must have had at least three years' experience. Instead of employing juniors to sweep and dust around, they have two regular porters who do this work and nothing but it. These men are also paid to help in the receiving end of the business —opening of cases, etc.—leaving the clerks nothing to do but sell goods. The office staff attend to the checking of goods and the costing and pricing systems. Every member of the office staff, also, is an experienced hardware man, capable of going on the floor and helping out when trade demands them.

The Store Front and Windows.

The firm's advertising consists of window and interior display and newspaper advertising and the former probably shows the biggest results. Their windows always contain excellent displays—the kind that sell the goods. The front of the store is finished in verde antique marble imported by the Mills Co. The Canadian Store Front Co., Hamilton, supplied the brass trimmings used to finish off the front. The glass was supplied by Pilkington Bros., Ltd., Toronto. The windows are entirely closed in at the back for four feet from the base with wood and glass above that. The base, back and one side of each are covered with dark cloth, in order that the goods may show up better.

The displays are changed once a week and sometimes oftener. One window is changed on Wednesday and the other on Friday of each week. Each store has its own window trimmer, and they strive to outclass each other; by this method some very classy displays are exhibited.

Windows Well Ventilated.

The firm have adopted a good method of ventilating their show windows to prevent frosting. Everyone knows that the reason frost forms on a window is because the temperatures inside and out are not equal. If the air in the window is warm and the atmosphere on the outside is cold, this causes moisture to form and the windows to freeze. To prevent this, the Mills Hardware Co. have made a small opening about 6 x 16 inches in the side of each window. These openings work on hinges and are operated from the inside of the store. Thus cold air is allowed to come in and the temperature in the window kept the same as outside. Some dealers advance the argument that having openings of this nature permits the entrance of snow and dust into the window. This is overcome in



Sample of parcel label and price ticket used by the Mills Hardware Company.

the Mills store by having them at the top and on the side, where snow and dust off the street cannot come in. Of course, if this system is to be successful, the backs of the windows must be encased in and be airtight. If this is not done, the warm air from the store will enter and moisture be formed.

To running an entirely cash business, together with good store arrangement, close buying of high-grade lines and having a good staff of salesmen is what the Mills Hardware Co. attribute their success. No man could do otherwise under similar conditions and it will pay every hardware dealer who possibly can to make a trip to Hamilton and look over this store, which is run entirely on a cash basis.

Hamilton's Retail Hardware Stores

Who own them and how they are managed—Delegates to the Convention should not return home without visiting them.

The city of Hamilton, Ont., has long been noted for the number of manufacturing interests it possesses, included in which are several who make goods that are sold to the hardware trade. During the week of the convention and exhibition visiting retailers are extended a cordial invitation to visit these plants and see how the goods they sell are made.

Hamilton also harbors some very fine retail hardware stores and all are doing a thriving business. Where there is manufacturing activity hardware is needed, and it can be said on this account that Hamilton is an ideal location for a retail store. Then, too, the city is right in the heart of one of the most prosperous farming districts in the province. It has an excellent market and farmers flock here on two days a week with their produce. When marketing is finished there is shopping to be done with the proceeds and the retail hardware man comes in for a good share of this trade.

Three of the stores are referred to elsewhere in this issue. A few notes about the others will be timly, to introduce them to visiting retailers who will attend the convention.

Alfred J. Wright.

Alfred J. Wright does an excellent business in a very fine store located right across from the Armouries on James street. Mr. Wright has been doing business on this site for a number of years, but recently had the store remodelled, enlarged and decorated throughout. Formerly he carried a general line of hardware, but since the store was fitted up he has given up handling a lot of the smaller lines, such as graniteware, tinware, etc., and is going to specialize in cutlery, builders' hardware and mechanics' tools. The latter will be featured. "These are days of specializing," said Mr. Wright, "and I figure that I can make more money by featuring certain lines than by selling the goods generally carried in the hardware store."

All the wall fixtures and show cases have not yet been installed. A long counter runs almost the entire length of the store, and it is Mr. Wright's intention in the near future to hollow out part of the top of this and display tools therein. The space thus made will be lined with some dark cloth and a heavy plate glass will cover the tools. Only one sample of each line, of course, will be shown, and the surplus stock will be carried in drawers underneath.

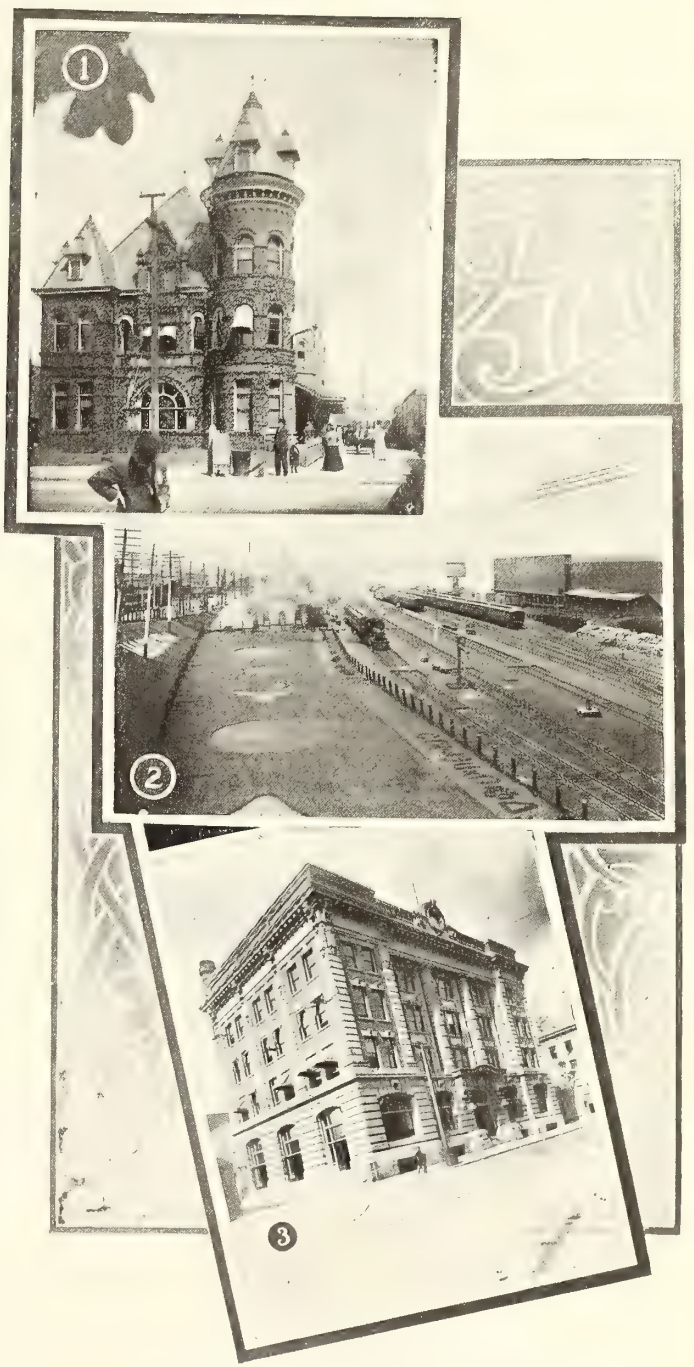
A lot of Mr. Wright's trade comes from the foreign element. Many of these are skilled mechanics and purchase a considerable quantity of tools. Some dealers may think this is a trade not to be desired, but Mr. Wright says it pays. A foreigner always pays cash and, with a few exceptions, never haggles over the price. Treat a foreigner honestly and he's a good man to do business with.

Mr. Wright's favorite hobby is politics. He takes a keen interest in government and municipal affairs and it is worth noting that it was mainly through his efforts that Hydro power was secured for the city of Hamilton.

During convention week the windows of the store will be specially trimmed and visiting retailers would do well to note the displays.

Kent, Garvin & Co.

Are located on King street east, just east of the Terminal Station. They specialize in builders' hardware, mantels and tools. It is just four years since these two men started in business, but in that time they have worked up an excellent trade in their particular line. Asked why they specialized in these certain lines, instead of handling a general line of hardware, Mr. Garvin stated that this was the age of specializing and, too, there was more money in it. "If a fellow can select a line that there is sufficient demand for and he sells that line only, he will make more money than if he handled a lot of stuff. For this rea-



1. C.P.R. Station 2. G.T.R. Yards
3. Terminal Station

son: Take a firm handling builders' hardware, like we do. We devote all our time to that one line and the result is that we know just what to buy, what best will suit our customers and just what is going on in the market."

One of the largest branches of their business is tile setting. They employ all the year round a staff of eleven tile setters and their helpers. Not only do they do work in their own city, but tender on jobs all through Western Ontario.

Up-to-date methods are followed in getting after business. Every hardware man knows that before a man can put up a building of any kind he must receive a permit from the city or town in which he lives. Kent, Garvin & Co. watch these permits, not only in their own city but in the surrounding country. They find out the name of the man who took out the permit, the builder, the contractor and the architect. Then they camp right on these fellows' trails until they land the job. This leads to good business in all kinds of builders' hardware and, in a great many cases they secure large orders for tile setting.

They tell a good story that well illustrates the close watch this firm keeps on things. Not long ago a concern was putting a new product on the market and Kent, Garvin & Co. wrote regarding it. The manufacturer sent a representative to Hamilton to interview them, but before appointing them agents, went to see another large hardware retailer in the city. While talking to the latter, the manufacturer's representative said to him, "Well, the only firm we've seen in town so far regarding this are Kent, Garvin & Co."

"D—— Kent, Garvin & Co.," the dealer replied. "They camp on every telegraph pole in Hamilton."

The representative came back to Kent, Garvin & Co. and said, "Here, we want you to handle our line. I've just heard the best recommendation about you I could possibly hear," and then told Mr. Garvin the story.

Mills' Barton Street Store.

The Barton street store of the Mills Hardware Company is laid out along the same lines as the King street one, but there are a few differences. In the first place, the store is 35 x 80 feet, wider but not quite so long as the other one. This gives more room for window display and they have adopted a method whereby they get four displays instead of two. Each window is divided in half by wicker partition and two different trims are put in each. The ceiling is higher here and the shelves do not go right to the top. Then, too, the store is much better lighted, but this one was built to the firm's order, whereas the other was just remodelled before they took it.

A line is carried here that is not handled on King street. This is graniteware and tinware. These goods are displayed on long tables down the centre of the store. The tables are not flat but are in the form of shelves, which give the goods a better showing.

A feature of this store is that they have in the basement a plant by which they generate the electricity used in the store. An English gas engine, run by natural gas, is used, and the firm figure that their bill for lighting is cut in half.

The stables and storage warehouse for heavy goods are located at this store, although the head office is at the King street site.

B. E. Webster

Does business on King street east, near the corner of Wentworth street. He carries a good general line and as the store is located right in the heart of a big residental district, a big business is done. Then, too, he draws considerable trade from the farming community. His store is located near the foot of one of Hamilton's incline railways and farmers from "over the mountain" buy a lot of their supplies from him.

A large stock of graniteware and tinware is carried and in this way Mr. Webster secures the trade of the women folks in his district. The shelves on one whole side of his store are given up to a display of this class of stuff. By getting the women coming to his store he sells a large number of stoves and sundry lines. Lighting fixtures also command a good deal of attention.

Mr. Webster gets rid of a lot of the cheaper lines of hardware by having two large tables in the centre of the store. These are divided into compartments and 5, 10 and 15-cent articles are displayed. Price tickets are used with all these goods and the sales during the year total a large number.

James H. Callaghan.

At 637 Barton street east James H. Callaghan has one of the finest stores in the East End. Like Mr. Webster, he does an extensive household trade in general hardware but he also caters considerably to the mechanic and carries a big range of tools.

Paints are a strong article with Mr. Callaghan. He carries a well-known line and his annual trade in this branch goes into large figures.

On December 1st a branch store was opened at Crown Point, a suburb in the East End of the city. This is right in the heart of the manufacturing centre and on this account Mr. Callaghan makes a specialty of tools and other mechanics' supplies in this store. Between the two stores he is kept busy, but he has a couple of enterprising clerks who can look after the business.

The Alexander Hardware Company.

Six years ago P. H. Alexander bought the hardware business of Fred. Hamilton and since that time the store has been known as the Alexander Hardware Co. It is located on King street east, a block below James street. This firm does one of the largest businesses in Hamilton. The bulk of their trade is in heavy hardware, although the general lines are not neglected. The store is a large one and the front portion is devoted to shelf hardware and sundry lines, while the back is used for storing heavy materials. The basement and two flats abevo the store also are used as store rooms for heavy goods. The shipping and receiving room is located at the back on the main floor and here several men are kept busy looking after the large volume of business done.

A feature of this store is the large trade in bolts, tools, belting, pipe, fittings, etc., done among the factories and manufacturing plants of the city. Slowly but surely has this firm built up a good business in this line, and it only goes to show what hardwaremen in the Dominion can do towards working up a connection in this field. The Alexander Hardware Co. employs a man who does nothing else but travel among the various factories and solicit their business. This man makes a specialty of the work and every day he has a route marked off and all the names on the list are covered and their requirements made known. Of course such a scheme as this is only practicable on a large scale in the larger cities, but there is no reason at all why the hardware dealer in the smaller towns cannot take an afternoon off once in a while and send

one of his clerks on a little missionary work. The results will fully warrant the risk.

Wood, Vallance & Co.

This concern possesses an excellent retail store on King street west, about a block below James street Not only does this concern sell goods but it also does a large trade on the wholesale plan, shipping goods all over the country.

Mr. Wood, the senior member of the firm, has been in the hardware business for a great number of years and his reminiscenses of early days in the trade are very interesting. He has built up the present large business from a small beginning, and he attributes his success to hard work and giving value for the money.

Thos. Ramsay.

Thos. Ramsay probably has one of the best sites for a retail hardware store in the city of Hamilton. His store faces right on the local market, and besides getting his share of trade from the surrounding neighborhood, the farmers buy most of their hardware supplies from him. He does an extensive trade in all kinds of farm necessities.

As a side line, Mr. Ramsay sells automobiles and his sales of these have reached such a point that much of his time is taken up by this work. Visiting retailers should call on him and go for a ride in some of his limousines.

Benefits of District Organizations

Quite a few years ago local clubs for hardware dealers were advocated and started in a number of localities. In those days, remarks Hardware Trade, distrust was rife among merchants in the same line and as a matter of fact the time was not ripe for such clubs or district associations. Retailers had not been educated to see the value of co-operation one with the other for the benefit of all.

Then, too, there existed the idea that one of the principal objects of such an organization was an agreement in regard to the prices to be charged for different articles handled by all the merchants. Agreements of this kind are too often doomed to failure from their inception for the simple reason that in a short time one or other of the parties thereto will try to steal a march on his fellow dealers and will cut the price secretly. News in regard to this kind of thing travels fast, and as a result the organization disintegrates in a short time.

In the old days there was no one thing that would provide a never failing topic for discussion of general interest to all and the history of the large majority of the local clubs formed years ago shows how slender were the chances for success.

To-day it is different. The annual conventions have taught the individual dealers the benefits of co-operation; have shown them that the other fellow is not half as bad as he was thought; that it does one good to rub shoulders with his neighbor and that co-operation is the secret of success.

It Pays to Compare Notes.

What are the benefits that can be obtained by the individual dealer by belonging to a local club? That is the first question to consider. These benefits are manifold and some of them are as follows:

Cost accounting should engage the attention of a newly formed local club. Very many times the man who sells for less than his neighbors does so for no other reason than that he does not know how to figure his cost of doing business in his selling price. The subject should be handled as a part of store management, and not essentially as a help to getting higher prices, though this sometimes follows as a natural result.

There are so many phases of the cost accounting question that it is not feasible in this article to go into them very deeply. The biggest benefit to be obtained from a properly conducted cost system is the discovery of leaks. Take a very simple example.

A man with such a system hires a new boy. Among this lad's duties is the stamping of the mail that goes out. At the end of his first month, the merchant on comparing his records, finds that this month shows that the "postage and stationary" account is several dollars larger than it was the month previous and cannot remember having sent out an unusual quantity of mail. He naturally thinks of the new boy and watches him. The result is that he finds him pilfering and knows what to do.

And so it will go. A comparison by merchants of the percentage each is spending for a certain item will often reveal where one man is allowing profits to get away from him without his being aware of the fact that he is spending more, proportionately, than are his fellows.

Then there is the question of settlements. It may be the practice to allow accounts to run indefinitely without interest, note or other evidence of indebtedness. In such a case some merchant should prepare a paper and read it at one of the meetings showing the advantage of prompt collections and of taking notes for other than small accounts. After the paper, a free discussion of the subject will probably bring out the suggestion that a house cleaning by all will benefit all in this respect. But no argument to do or not to do should be made, for then there will be no promises broken, nor ill feeling engendered because one man or the other did not do as he said he would do.

Another subject for discussion is the train service. In many of the smaller country towns both freight and passenger trains are not run as they ought to be. One dealer could do little toward improvement, but a courteous letter to the powers that be, signed by fifteen or twenty merchants, showing what is needed and explaining how their business is being hampered, should and would receive attention from the railroad officials.

Concerted Action Counts.

It is concerted action in these things that counts. You all know the old story of the bundle of sticks, which can well be applied to what one man can do compared with what a local association is able to accomplish.

The "Question Box." Properly conducted, there is no better method of getting up good live discussions than the use of this. It will bring out more interesting matters than anything else. The questions should be brief and to the point and the leadership should be held by different members at each meeting.

Get ten men together in a room, give them each two slips of paper to put their questions on and the result will be far beyond your expectations. Market conditions—to buy or not to buy—bookkeeping methods—and a hundred and one things will come up for discussion in which all will benefit.

Convention Boosters

Milton Carr, Cobalt, writes that he has been in the hospital undergoing a very serious operation, and is not, therefore, certain that he will be able to attend the hardware convention at Hamilton. Mr. Carr writes: "I would like to undertake the work allotted to me on the Resolutions Committee, but when I get out of the hospital I will be unable to do anything for some time, and expect to take a trip to Vancouver for a rest. If I find I cannot attend your convention, I will let my head manager attend, and I also promise that I will write to every hardwareman north of North Bay and not only urge them to join the association, but attend the Hamilton Convention."

Ex-president Dan Cinnamon, Lindsay, reports that there will be a large attendance at Hamilton from his section of the province.

S. B. McClung, Trenton, writes that he has been laid up with lumbago for some time and may not be able to attend the Hamilton convention, but his son, H. E. McClung, will represent the firm.

W. D. Dewar, Dewar & Ryan, Pembroke, writes that he will attend the Hamilton convention and will bring one of his clerks with him.

W. D. Samson, Blenheim, says that if nothing worse than the blizzard of last year happens, that he will surely be at Hamilton during convention week.

W. G. Pow, Tillsonburg, sends his fee for 1913 and writes: "I have attended with a great deal of pleasure every convention up to date and, if possible, will be in Hamilton this year."

M. McKillop, of McKillop & Ferguson, West Lorne, promises to act on the Question Box Committee, and he is doing all he can to boost the Hamilton convention.

Fred W. Otton, Barrie, is sending out a letter to a large number of hardwaremen in his district, urging them to attend the Hamilton convention. A postscript in Mr. Otton's letter says: "If you have anything on your want list, make a memo of it and place your order with the exhibitors, who will be pleased to book the order whether large or small."

A Haldimand County retailer writes stating that he, his partner, and probably one of their clerks will attend the Hamilton convention. He asks if they can all attend the banquet. Arrangements are that each firm belonging to the Retail Hardware Association will be given one complimentary ticket and additional tickets for partners or clerks can be purchased from the Exhibitors' Association, who are the hosts of the evening.

Frank Taylor, Carleton Place, writes: "I hope the Question Box discussion will be given a decided preference, for at all the previous conventions the writer attended, they were by far the most interesting part."

F. W. Miskelly, Smiths Falls, says that at least four hardware merchants from Smiths Falls will attend the Hamilton convention, he having received promises from all four firms.

Ed. Brocklebank, Arthur, has accepted the chairmanship of the Resolutions Committee, and says Mrs. B. will attend the convention with him.

Frank A. Child, Cochrane, writes that he will surely attend this year's convention.

The British Columbia Retail Hardware Association has decided to send their president, J. B. Paine, of Paine & McMillan, North Vancouver, as their representative to this year's convention of the Ontario Retail Hardware & Stove Dealers Association at Hamilton. Harry C. Martin, of Martin, Finlayson & Mather, Vancouver, who attended last year's convention, writes saying that if Mr. Paine cannot attend, W. C. Stearman, Vancouver, or C. K. Snell, of J. A. Flett, Ltd., Vancouver, will take his place.

A. W. Humphries, the first president of the Ontario Association, and now a member of the credit staff of the Marshall-Wells Co., Winnipeg, sends his best wishes for the success of this year's convention, and says that if he cannot attend the Hamilton convention, he will do his utmost to attend next year's gathering. Mr. Humphries says that a Retail Hardware Association is badly needed in Western Canada.

A. R. Dundas, Cobourg, is on a three months' trip to California, and, writing from Los Angeles on Jan. 24, says: "Best wishes for a good meeting. Sorry not to be with you."

INVITATION TO CONVENTION DELEGATES.

W. T. Earl, recently sales manager for Canada of Oneida Community, Limited, and manager of the company's plant at Niagara Falls, Ont., has been appointed sales manager of the trap department of the company's business at Oneida, New York, and G. Raymond Noyes, a nephew of Pierrepont Noyes, president of Oneida Community, Limited, has been appointed to succeed Mr. Earl as representative of Oneida Community, Limited, in Canada. Mr. Earl and Mr. Noyes will be in charge of their company's exhibit at the Hamilton convention, and they intend to invite all visitors to the Hamilton convention, retailers, clerks or travellers, to visit Niagara Falls on Friday after the close of the convention. All who accept their invitation will be entertained to a dinner at one of the leading hotels at Niagara Falls, and will be given a ride up and down the Gorge Railroad with a full view of falls and ice bridge. Details of the proposed trip will be announced at the convention at Hamilton, and as many as possible will be urged to accept the invitation.



ALDERMAN ED. WANLESS, MARRIED.

Alderman Ed. Wanless, Chatham, was re-elected to the city council again this year, and celebrated his victory by taking a life partner on January 21st, the bride being Miss Minnie J. Tyhurst, of Chatham.

The Business Tax and How It Should be Abolished

By A. B. Farmer

Secretary of the Tax Reform League of Eastern Canada

The Province of Ontario has a method of penalizing the man who seeks to serve the community in a business way that is unique and peculiar.

For three quarters of a century the successive legislatures of Ontario have tinkered with the municipal tax laws. From time to time those laws have been materially improved, and he would be old-fashioned indeed who would not admit that the present Assessment Act in Ontario is far in advance of that in vogue, say, ninety years ago, when the assessor was supposed to assess all a man's personal property, and a house was assessed according to the number of fireplaces it contained.

The last important revision of the Assessment Act in Ontario was that of the session of 1904.

For three years a special commission had taken evidence on the subject of municipal taxation. The evidence submitted convinced the commission that whatever might be the justice of the case, the old plan of trying to assess personal property was unworkable. The assessors agreed that it was impossible to find personal property when the owner had a mind to conceal it or to dodge his taxes.

The taxation of personal property in the shape of household furniture had been abolished long before the session of 1904, and the taxation of farm stock and standing crops as far back as 1888.

In the Maritime Provinces personal property is still taxed.

Inauguration of the Business Tax.

The Assessment Act of 1904, following the suggestion of the commission, finally abolished the taxation of personal property in Ontario, but fearing that some people who had formerly contributed to the municipal treasuries might escape, substituted the present business assessment, which has remained in force practically unchanged up to the present day.

In framing the business assessment back in 1904, the Government of that day seemed to have two considerations in mind: First, the amount of tax a given business was compelled to pay under the old personal property tax system; second, the unpopularity of the particular line of business.

Under the old system, a merchant paid taxes on the value of the stock he carried, after deducting his indebtedness for it.

Under the new Act, the premises a man occupied were made the basis for his assessment, since the premises could not be concealed to any great extent, and it was assumed that the amount of stock a man carried in any given line of business, and his ability to pay taxes, bore a fairly constant relation to the value of the premises he occupied.

The Tax on Retailers.

Thus, since a retailer is compelled to occupy rather attractive premises in proportion to the business he does, and since the retailers are numerically the strongest class of business men, the business assessment of retailers was fixed at twenty-five per cent. of the value of the premises occupied.

Department stores, being fewer in number and politically less influential, were assessed thirty-five per cent.

Getting Even With the Manufacturer.

The manufacturer, being an important factor in our national development, had been assisted by the Federal Government by protective duties, so to get even with him, and also to make up for the fact that a manufacturer does not feel the same necessity for a fine front or an expensive location as a retailer, the business assessment for the manufacturer was placed at sixty per cent. of the value of the premises occupied.

The wholesalers, being less effectively organized than the manufacturers, were taxed on a business assessment of seventy-five per cent. of the value of the premises occupied.

The distiller, being generally in bad repute among the church-going peope of the province, and being favored by special restrictions which limited competition, were considered proper subjects for a business assessment of one hundred and fifty per cent. of the value of the premises occupied.

The Meaning in Dollars and Cents.

What does this business assessment mean in dollars and cents?

It means that for every thousand dollars a retailer spends in improving his property so that he may be able to give better service to his customers, he must pay taxes on an assessment of $1,250.

With a tax rate of twenty mills, or two per cent., about the average rate in Ontario, his taxes will be increased by $25, enough to pay the interest on a five per cent. first mortgage of $500.

For every thousand dollars the manufacturer spends in improving his premises to enable him to facilitate production, or to improve the working conditions of his employees, his assessment must be increased by $1,600. His tax bill will be increased by enough to pay interest at five per cent. on a first mortgage of $640.

Mark this well: Taxes are a first charge against every property. For every $1,000 a manufacturer spends on his plant under the present law, he must assume a tax burden equal to the interest on a five per cent. first mortgage of $640.

Some Striking Examples.

A few years ago the writer called on a prominent manufacturer in Lindsay.

The premises occupied by the manufacturer were far from being either attractive or up-to-date.

"Why don't you put up a plant that will be some credit to yourself and to the town?" I asked.

"Because," replied the manufacturer, "my present plant is assessed for three thousand dollars. Business assessment of two thousand makes a total of five thousand.

"I would like to spend fifteen thousand dollars on a new plant, but my total assessment would then be increased to twenty-five thousand."

The Lindsay man is still doing business in the old premises. Do you blame him?

Do you see why Lindsay and other Ontario towns are standing still while Western towns, where business and buildings are untaxed, are growing into cities over night?

A few weeks ago the writer had occasion to call on the head of a well known concern in the printing and lithographing line who occupy an unusually attractive building.

"You had a good deal of courage to erect a building like this under the present business tax," I remarked.

"This building was completed in 1904, before the present law came into effect," was his reply.

It is a notable fact that in the city of Toronto, for example, the erection of attractive and up-to-date buildings for manufacturing purposes has not by any means kept pace with the growth of the city during the past eight years.

Do you wonder?

In Toronto the tax rate for 1912 was only 16 mills. In some Ontario towns it was twenty-five or thirty. Yet, even with the Toronto rate, the manufacturing concern so rash as to spend $1,000 on premises must earn over two and one-half per cent. for the city before it can pay a dollar in dividends.

Blind Assessors.

"Yes," says an assessor, a man of recognized ability to draw a salary, "no one deprecates more than myself the necessity for taxation. But the city must have the money, and considering the present and prospective demands on the city's treasury, I do not see how the business assessment could be reduced."

And a handsome and pompous individual from a Western Ontario city says: "I can suggest no improvement on the present Act."

No doubt both men are honest in their convictions.

No doubt the western man thinks he does his work as assessor well.

No doubt he is quite unconscious of the fact that certain large taxpayers in his own city play upon his vanity and succeed in escaping a considerable share of their taxes, as one of them confided to the writer some time ago. "We spend our money where it does not show," said the manager of this particular concern, "and when the assessor calls, we treat him well and send him off, having seen just as little as possible."

Both assessors seem to think that the only thing the business man wants is a low tax rate.

Taxation on Business Should be Low.

What business in Ontario needs is not a low tax rate, but a low rate or no rate at all on business.

A man should not be penalized for serving the community either as a retailer, wholesaler, or manufacturer.

Where then shall we get our revenue?

Why not tax the value that population and public services give to the land?

The higher the tax rate on the site value of the land, within reasonable limits of course, the better for business.

In fact, a low tax rate on land is almost as great a handicap to business as a high tax on buildings and business.

A low tax on land enables the speculator to play the "hold up" game on the business man.

Sometimes the business man pays the price, and goes ahead, burdened with additional debt.

For example, in Hamilton, a few years ago, a certain concern was offered inducements to locate in the district known as the manufacturer's annex.

Just what inducements the city offered I do not know, but I have it from the manager that the concern was compelled to pay $12,000 for ten acres which had changed hands only a year before for three thousand.

Who reaped the benefit of the city's special inducements? The manufacturer? or the speculator?

Hamilton is hemmed in by land owned by old families and held at an exorbitant price or cut out of the market altogether, which would soon be available for industrial purposes were it only taxed on its present selling value, say three or four per cent., as much as a manufacturer has to pay, taking building and business assessment together, on the value of his building.

Industrial Enterprises Blocked.

In many cases, industrial enterprises are completely blocked by the greed of the man who owns the necessary land.

A few years ago a Toronto manufacturer decided that Niagara Falls would be a good place for his business. He located a suitable property, and opened negotiations for the purchase. The owner demanded $30,000, which the Toronto man considered exorbitant. Later, the Niagara Falls man saw his mistake, and offered three acres free for a site for the industry. But the Toronto man had formed a bad opinion of Niagara Falls and its citizens, and the industry remained in Toronto.

In another town, a shoe manufacturer told the writer that he would soon be compelled to look for larger premises, but did not know where he could find them. A vacant lot adjoining the factory, which could have been bought for five thousand dollars, was now held for fifteen, a price which the manufacturer considered prohibitive.

A machine shop in Montreal was rapidly outgrowing its premises. The proprietor approached the owner of a junk yard adjoining. The owner's answer was to the effect that he had sold some property a few years before, and had drawn three per cent. on his money in the bank. The property was now worth many times the price at which he had sold it. He would not sell. The junk yard still occupies a valuable corner in Montreal, and the machine shop has not been able to expand.

In every one of the cases cited, and they are but examples of what is going on over the whole province every day, a good stiff tax on the fair selling value of the land would have induced the owner to consider the proposition, or else to find some other way of making his land productive. In either case, business in the community would have been stimulated instead of being retarded. An increased tax on the selling price of land is quite as beneficial to business as building and business taxes are injurious.

In fact, the whole benefit of the abolition of business and building taxes might easily be nullified by the greed of land speculators if it were not accompanied by a marked increase in the tax on land values.

For a man can afford to pay much more for a piece of land where buildings and business are free from taxation than where they are taxed.

A tax collector penalizing buildings, personal property, and business has about the same effect on land values as burglars and incendiaries.

A Clinton gentleman offered the writer two lots op-

posite the organ factory on condition that he would build houses on them.

The land at present pays almost no taxes, although it is rather favorably situated, and houses in Clinton are at a premium.

But the tax rate in Clinton at that time was about 36 mills, or $36 on a $1.000 house.

It paid me better to pay $35 a foot and assume a local improvement tax of $1.15 per foot in Toronto, where the building will only be taxed $16 on the $1,000 of value, than to take the Clinton lots as a gift.

That is why I am building in Toronto, and the lots are still idle in Clinton.

The owner of a piece of land expects and is expected to ask all that the traffic will bear.

The traffic will bear more where buildings and business are untaxed.

Therefore, unless the reduction of the tax on business and buildings is accompanied by an increase in the tax on the selling value of land, the whole benefit is likely to be "hogged" by the land owner; in fact such a change would be likely to produce a boom in land prices which would be very injurious to business.

Such a result might follow where the tax rate is lowered all round as a result of the earnings of publicly owned utilities or other business enterprises.

The danger of such a result is lessened, however, wherever the city "needs the money," and a reduction of taxes on business and buildings has to be met by an increase in the taxes on the selling price of land.

Any reasonable man will agree that it is easier to ascertain the value of a piece of land than of a building. There are fewer factors to consider—only size, shape, and location.

These factors have been treated systematically in the assessment of a number of American cities, notably in Cleveland, Springfield, Denver, and Houston, with such success that any loan company will accept the assessed value as a fair basis for a loan.

Land is out of doors, it cannot be hidden. Its size, shape, and location can be easily and accurately determined, and the relative value of the location once determined, the value of any particular piece of land can be readily computed.

Land cannot run away. A tax on land will not lead to its destruction, as the tax on grape vines resulted in the destruction of the grape vines in the neighborhood of Constantinople, or a tax on dogs drives them into the sausage machine.

A tax on land puts no strain on the honesty of its owner.

The only effect of a tax on the selling price of land is to induce the owner to put it to good use himself, or to consider the proposition of some one who will.

The heavier the tax on the land the more effective it is.

FIVE POINTS OF SUCCESSFUL RETAILING.

The "Five Principal Points of a Hardware Merchant's Success" was the subject of a lengthy discussion at a convention of the Retail Hardware Dealers' Association of Minnesota.

One member made the following statement:

1. Scale down the stock and do business on your own capital.
2. Hard work.
3. An attractive store.
4. Knowledge of your business.
5. Personal friendship.

Another member gave the following points;

1. Accounting system. This man stated that he believed the greatest fault in the average retail hardware store was a weak accounting department, run by the merchant who only knows where he is at, once a year. An example was cited of a hardware dealer doing a large business who was on the point of failure.

He was advised to put in an up-to-date accounting system so that he could know every morning what the previous day's business had been. The result was that he was able to cut out unprofitable specialties, increase the profit on low profit staples that must be carried and at the same time push those lines that brought in the largest net profits. This accounting system was put into a business that runs around one hundred thousand dollars a year.

It was such that thirty minutes each day on the part of the bookkeeper tells exactly where they are at, and in five years a perpetual inventory had only varied $50 from the actual physical inventory taken every year. This work in this large business took only five hours per month for two men to summarize the business and tell exactly what they were doing.

2. Good buying. The essence of good buying is to buy the right things at the right time and in the right quantity.

3. Display.

4. Good advertising—so as to have the name of the store constantly before the people in every possible way.

5. Good service.

Another member gave the following five points:

1. Keep your business within your capital. If you do not your business will swamp you.

2. Service in one way or another. All are servants in the community in which we live and a business should be put on the basis of good service and charge an adequate recompense which can justly be asked in the way of profit.

3. Know what it costs you to do business. The man who does not know how much it costs him to do business is like a ship without a rudder. Many men are willing to state before conventions that they do business on five, ten, fifteen and twenty per cent. of their total sales and not one of them really knows what he is talking about. They price goods on a guess basis which is unscientific and unsatisfactory in every way.

4. You must buy right. In order to buy right, do not scatter your orders too much, for then your trade is not worth much to any one firm. By a concentration of orders and taking cash discounts, you will always get the best price that is going. The trouble is that many dealers are not buying as cheaply as their neighbor for the reason that they do not concentrate enough and do not take their cash discounts.

5. Proper collections. This is very important and should be looked after very closely. The man who does not collect his outstanding accounts cannot pay his bills promptly nor take his discounts. Furthermore, he gets into bad shape, has to ask long credit to get accommodation at the bank, both of which not only cost money, but cause the loss of the cash discount.

On being asked by another member why these people went out of business, the first man said that the fundamental difference between his business and that of his competitors was that he knew what he was doing and they did not, that he was giving good service to his community and they were not. Furthermore, he always kept within the bounds of his capital, and as his capital grew, so did his business. The others were inclined to branch out on borrowed capital with disastrous results.

SALESPEOPLE

SALESMANSHIP AND QUALITY.

By E. S. Daniels

Every man who has adopted the vocation of salesmanship owes it to himself and to his calling to make endeavor to secure a position that will enable him to sell the highest-grade product that opportunity offers, and his selling abilities make possible.

The only salesman who can afford to sell a second or third-grade product is the one who is willing to be classed as a second or third-grade man. Has the matter ever presented itself to you in this light?

Have you ever stopped to consider that every salesman engaged in the work of selling a product of inferior quality is doing a two-fold wrong?

First—A man who sells a thing that does not call forth his best energies does not allow himself to develop his abilities to the uttermost. This means that he is daily growing weaker and weaker, daily reducing his earning capacity instead of adding to it, daily stultifying himself by wrong use of his powers instead of increasing his self-respect and his love for his profession.

Second—He is injuring the buyers of the goods he is selling, both the dealers and the public, by urging upon them an inferior product, thus tending to prevent the public from securing a more meritorious and economical product in its stead. We say "economical" because even though the superior article may sell at a higher price than the inferior article sold by other makers, the best quality is always the cheapest in the end.

There is a great deal of satisfaction in the knowledge that every sale has been made for the well-being of the purchaser, and that each order secures the autograph of one who should henceforth be a friend.

"Man does not live by bread alone," neither does any right-minded salesman work exclusively for the cash return that comes to him each week. Strange as it may seem, however, the man who sells products of the highest grade, who urges only the purchase of that which best fulfills a customer's needs, is the one who makes the greatest financial progress in the long run.

Salesmanship is rapidly evolving into a profession. It is worth your while to be one of the pioneers and to give this, your chosen vocation, the very best that is in you in clear thought, high resolve, strenuous endeavor, and conscientious co-operation with the firm you represent.

ON THE JOB.

As the boss of the store stepped into his office, the bookkeeper said:

"John's got the grippe this morning, and won't be down to-day. His wife called up."

"John must be pretty sick, or he would be down," said the boss. "I know John. He will stay on the job to the last ditch."

If it were not for the fact that there are a good many men like John "on the job," it would be a mighty hard proposition to do business at all.

As an exchange remarks, the reliable man is the mainstay of business. He is the man whom his boss knows will be on the job at the proper time every day unless he is dead, or seriously incapacitated. He doesn't soldier, he doesn't shirk.

If you are not a man of exceptional mental qualifications, or special educational qualifications, or unusual mental keenness, you will have to make your reliability your strongest bid for a permanent grip on your position.

Absolute reliability covers a multitude of other shortcomings. It is not as rare a virtue, perhaps, as some others, and it is a virtue which any self-respecting, earnest person may cultivate, but it is a highly valuable trait, and may save you your job when you get into competition with those of keener mental qualifications.

The man who is right up to snuff in everything else is a seriously damaged article unless he couples with it a strong stock of reliability.

Some of the smartest salesmen in the business find it hard to get jobs if they are not the kind of men that their employers can always count on finding "on the job."

IN THE MANAGER'S CHAIR.

Twenty years ago the story went the rounds of a salesman who was chided for not selling the line in new territory. The goods were not advertised to the trade and the trade naturally could not be interested.

The salesman asked the manager if he could sit in his chair. He did so.

"Now," he said. "I'm a merchant and you're the salesman trying to sell our goods. Just approach me as you would a customer."

"Good morning, Mr. Blank," said the manager, now impersonating the salesman, "I represent the house of Blank."

"The h—l you do!" replied the chair-warmer, his feet crossed on the top of the desk and a cloud of smoke rolling up from a long cigar.

"Yes, and I have a splendid line that I know will interest you."

"The h—l you have!" came the reply, with not even an upward glance.

"You may not be familiar with the goods, but they are exceptional and I'd just like to open my sample case and show you."

"Get the h—l out of here with your samples!" And the salesman pointed to the door.

"Is that the way you're received on the road with our line?" asked the manager after the act was over.

"Exactly," said the salesman.

"Then, by heck, I'll make them take notice."

And he did, with an advertising campaign which has put the line into almost every city and town in the land.

Salesmen need the support of advertising, just as advertising needs the support of the salesman and the house back of it.

"Our advertising must assist our salesmen, on the road, in making sales, and at the same time influence the visiting buyer to call and see us. We use space in trade publications."—The H. B. Claflin Co., in "Printer's Ink."

Business and Store Management

BUILDERS' HARDWARE IN RETAIL STORE.

By C. B. Parsons, Manager P. & F. Corbin, New Britain, Conn.

Every hardware dealer handles at least some of the simpler articles in builders' hardware, such as some kinds of butts, bolts, catches, etc., and to extend the assortment to cover the full line requires no break in policy or forcing into a hardware stock articles which are more appropriately carried elsewhere. It is purely hardware, and finds sale in stores of no other crafts. In this respect it is different from a great many other lines, and does not subject the hardware merchant to the unfair competition which he meets in many of the so-called novelties.

Builders' Hardware Helps Sale of Other Lines.

Again the merchant who sells builders' hardware is placed in a better position to sell other goods to builders. This line naturally follows in with heavy hardware, and other builders' materials, such as joist hangers, foundation grates, paints, varnish, glass, nails and screws, and all of the other articles which go to make up a building, and some of which nearly every hardware dealer carries. A sale of the heavy hardware naturally leads to a consideration of the finishing hardware, and a contract for the locks, knobs, escutcheons, etc., very often paves the way towards the sale of other material.

Good Profit in the Line.

Again, it yields a good profit. The line is not subject to changes in assortment or patterns, and there is little liability of having dead stock. It does not require a large investment compared to the amount of business done, and dollar for dollar of the investment, and foot for foot of the space occupied, there is hardly a line in the entire assortment which pays the dealer as well.

Again, it is easy for the hardware dealer to so assort his stock as to make it meet just the needs of his own locality. In other words, in any of the principal lines, the assortment both in variety and in price is so comprehensive that a dealer in a small town can get just as satisfactory a line as the dealer in a large town. The dealer who knows his town, can carry a stock which will enable him to trim its buildings without carrying the line which would be required by either a much larger or a much smaller business. In other words, he can adapt it perfectly to his requirements.

Again, if the dealer makes a specialty of contract work—that is, selling the hardware for the good jobs in his town—he can largely increase his sales with a very small expenditure for stock. Since the goods so sold are shipped from the factory packed ready for delivery to the customers, there is no investment required for stock, and he is saved the labor of handling and of making up the sets for the different openings, while the amount of business which he can gain in this way will often double and treble the amount of his over-the-counter sales.

Proof of the Pudding.

There is given herewith a typical sales curve showing the business done by a good hardware house. You will note that in some quarters of the year, the sales jump to a number of times the normal amount. This is caused by the fact that in these periods the dealer took contracts for equipping big buildings in his territory; the only additional equipment required to handle the contract business being men trained in the writing of hardware specifications and schedules, and a set of samples arranged for good display.

These are only a few of the reasons which might be given as to why the retail hardware merchant could with profit devote more time and effort to builders' hardware.

ARE SPECIAL SALES NECESSARY?

By "Ticker"

Stocktaking will bring to the front many lines of goods that have not been selling as well as they should have during the year. The question then arises, What shall I do with them? Immediately the thought of putting on a special sale comes to the dealer.

Special sales are all right, but as soon as a person thinks of one or hears of one, it suggests cut prices. But is it necessary to reduce your selling price to get rid of the goods? While it is true that there are some lines in the hardware store which the dealer should sell out at any cost, as a general rule, the goods stocked are those which are only bought when needed, and reduced prices on fancy lines will not bring extra sales on tools and other staple goods. Very few people would buy a tool simply because the price was marked down slightly. However, opinions vary on this subject, some dealers believing that it is the only way to get rid of a lot of stuff, while others think that to put on a sale cheapens the reputation of the store.

Granting the fact, for the benefit of a few, that cut price sales are necessary, why is this the case? Is it not because the dealer has brought his goods indiscriminately or because he has stocked certain lines and waited until customers came in and asked for them, instead of putting them before the public?

After you have taken stock and have found some apparent "stickers" on your hands, instead of jumping to the conclusion that you must hold a special sale right away and sell them off at a sacrifice, look away back, go into things thoroughly and see if you have not made a blunder in your buying or have not devoted sufficient energy to the sale of these particular goods. It's certain that the blame can be laid on either one of these. No matter which one it is, profit by the experience you have gained and don't make the same mistake during 1913.

The exhibit of manufactured hardware in Hamilton during the retail convention will exceed by far anything hitherto attempted along this line anywhere in Canada. To those who see it, it will prove profitable. To those who do not, it will be a loss.

Lessons Learned from Stocktaking

By E. A. F.

Once in a while we come across a hardware dealer who does not take an annual inventory of his stock on hand, but, fortunately for the good of the trade as a whole, such cases are few and far between. The reason advanced by most fellows who do not take stock is that their business is so small it is not necessary, as they know pretty closely just how much is in the store. This is no fit excuse at all. Guesswork in a matter of this kind will not do.

Why It Is Necessary.

Stocktaking is an absolute necessity for a number of reasons. In the first place, this is the only means by which the dealer can tell what lines are sticking on his shelves. Goods of this nature are no use in any store and if allowed to remain will take up room that otherwise could be used to good advantage. If you find any lines that have not been selling well, the best plan is to put on a sale at special prices and clean them out, even at a sacrifice if you have to. If you have a large trade and have salesmen on the road, tell them to push the goods for all they're worth. By doing this you can always keep a clean stock instead of having the place filled with "stickers."

Tells How Much Stock to Carry.

It is only by taking an annual inventory that you can tell whether or not you are carrying too heavy a stock—whether you are working too close to your capital. You can either reduce or increase the amount, as you see fit. Dealers carrying too much stock has been the cause of many failures in the hardware trade during the past year.

Stock Can be Cleaned.

The work affords the dealer the opportunity of giving the interior of his store and his goods a thorough cleaning. During a year, dust is bound to accumulate at the back of the shelves, the goods become dusty and dirty, paint labels and advertising hangers become soiled, and the stock generally gets a shop-worn appearance. No dealer wants a tawdry looking shop, and stock-taking time presents the best chance to house-clean.

Shows What Profit is Made.

The biggest benefit derived, however, is that it shows the retailer just where he stands at the end of the year. And this is absolutely necessary if he is going to make a success of his business. There is no other way by which a firm can find out how much profit has been made during the year.

As an instance, a large Toronto firm, before they took an inventory last year, estimated that they had made a certain amount of money. They were surprised, after taking stock, to find that they had $9,000 more stock than they had made the year previous. This meant that they had made $9,000 more than was thought and they were that much ahead.

Brings to Light the Leaks.

Stocktaking shows up little leaks and poor business methods, as shown in the following illustration. A writer in an exchange tells of a dealer who found himself in a somewhat funny position. Here is the case as told by the retailer himself:—

"I started the year with $1,000 in the bank and a stock inventory of $3,450, doing a cash business. I had no outstanding accounts, and my accounts payable amounted to only $550. Assets, $4,550. Liabilities, $550.

"My business for the year aggregated $40,600. My stock inventory at the end of the year is $3,250. My bank balance is $600. Accounts payable, against me, aggregate $975. I have drawn nothing from the business, except my salary of $100 a month. Assets, $3,850. Liabilities, $975.

"I found that my cost of doing business was twenty-two per cent., including my salary. I figured that I should make a profit of ten per cent. and marked all my goods for that profit.

"I made my purchase carefully so that my stock did not pile up. I handled only such goods as I was able to move and could make the ten per cent. profit on.

"But I find my inventory smaller, my bank balance smaller, and my debts bigger at the end of the year.

"I expected a profit above expenses of $2,500. I thought I had that profit, but my year-end statement shows that I have lost $1,125.

"Can you tell me the answer to this puzzle?"

His mistake was this: He took his cost of doing business and his profit from the cost price. He should have taken both from the selling price.

He has less money in the bank. He owes more. He has less stock. He has not made ten per cent.—that is plain. Instead, he has lost the amount of the decrease in stock and cash and the amount of the increase in debts.

Why? The service department of the manufacturer to whom he wrote figured out the problem for him. He thought he was adding ten per cent. for profit, but in reality he did not add anything for profit.

Suppose an article cost him $2.25. Suppose his cost of doing business was twenty-two per cent. and it was desired to fix a price that would allow ten per cent. profit. He added thirty-two per cent. to the cost price of $2.25, and thought he was adding ten per cent. for profit!

He had estimated his cost of doing business of course, as twenty-two per cent. on his gross business, or on the selling price of the article. Instead of allowing twenty-two per cent. on the selling price for cost of doing business, he added 49.5 cents to the cost price. Instead of allowing ten per cent. on the selling price for profit, he added 22.5 cents to the cost price. It really cost him almost 73 cents to sell the article, 1 cent more than both the amounts he added.

Here is the difference: The article was sold for $2.97 or probably $3, when it had to be sold at $3.31 to get ten per cent. profit. He needed a gross business of over $50,000 on the same wholesale cost to make his ten per cent. profit.

Prove the figures: Twenty-two per cent. on $3.31 is nearly 73 cents. Ten per cent. on $3.31 is a little over 33 cents. Adding 73 and 33 gives $1.06. Adding this to $2.25 gives us $3.31.

General Nelson A. Miles was at the army aeroplane grounds watching some experiments in flying. Several of the birdmen had been in the air.

A native came along. "Looks like we're going to have a hard winter, mighty cold," said the native.

"What makes you think so?" asked General Miles.

"Oh them rich folks from up North is goin' South so early."

"Are they?"

"Sure they are! I seen three flocks of them flying South to-day already."

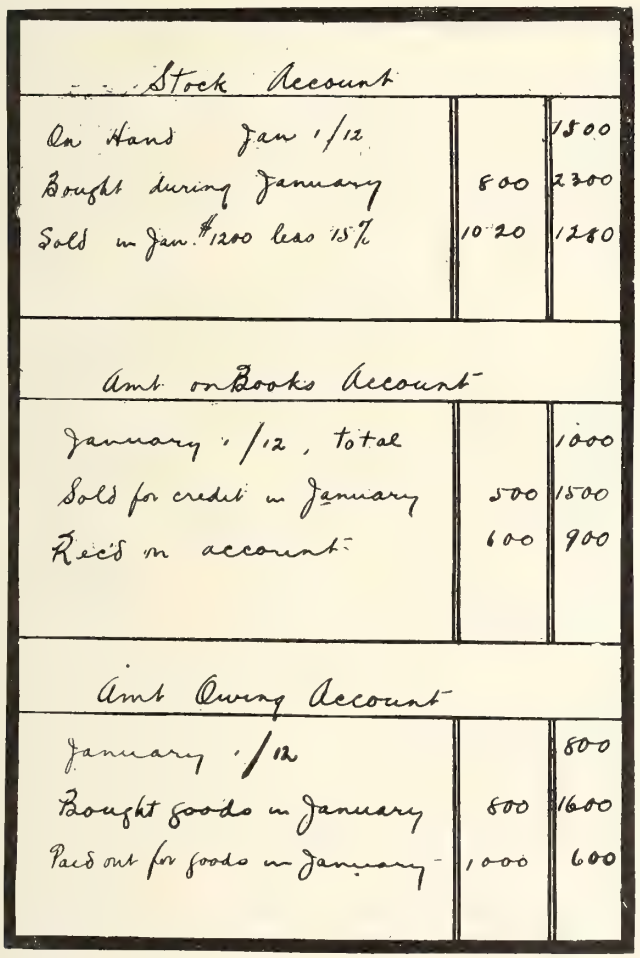
Method of Keeping a Perpetual Inventory

Simple System Which Will Show Approximate Standing of Business at any time.

IT is of greatest assistance to a merchant to be able at all times to keep in close touch with the progress of his business. The closer he can keep in touch with all the details which will show him what advance is being made, the greater will be the advantage to him. The progressive business man will agree that it is a valuable asset to be able to tell at intervals the standing of his business. It is for this reason that an annual inventory is taken. A large number of dealers would like to know this oftener, but the labor involved is so great that most dealers have to be satisfied with one inventory a year.

Simple Plan Gives Approximate Standing.

Herewith is given a method whereby the retailer may tell approximately at all times throughout the year the standing of his business. In this way, if there are any leaks they will be discovered and rectified before they have run very long. It enables a dealer at any time, and with little work, to find out how his business compares with the last time he took stock, and if progress is favorable.



The three accounts necessary in keeping perpetual inventory as explained on this page.

The plan is not by any means a complicated one, and while not giving this information just as exact as the annual inventory, it gauges it closely enough to show how the business is proceeding. Then, again, at the end of the year the annual inventory can be taken the same as usual.

Three Accounts Necessary.

The accompanying cuts will explain the plan. First, we have Stock Account. On January 1, when stock was taken, we found we had $1,500 worth of stock on hand. During January we purchased $800 worth as shown by the invoice book. During the same time we sold $1,200 worth, which, with the estimated profit on the same deducted, shows amount of goods taken from stock during that month.

How do we find the amount of profit? During the previous year we sold, say, $14,400 worth of goods, on which, according to our annual inventory, we made a gross profit of $2,160, which means 15 per cent. This will vary with different stores, but for to illustrate our plan, we take the average profit in this case as 15 per cent.

The amount on the books at the end of January is simply found. When inventory was taken on January 1 the amount was $1,000. There was sold for credit in January $500, while $600 was received on account, so that the amount remaining on the books at the end of the month is $900.

The third account is that of the Amount Owing. On January 1 the amount was $800. There was bought on credit during January $800, while there was paid on account owing $1,000. This leaves debts of $600 at the end of January.

How the Plan Works Out.

Thus, at the end of January we have the amount of stock, the amount on books and the amount owing, so that with the other resources and liabilities such as cash in bank and on hand, notes payable and receivable, etc., we are ready to make a complete inventory. At the end of February the same thing may be done, and in this manner at any time throughout the year the merchant may tell with a fair degree of accuracy the standing of his business. In other words, he has a perpetual inventory.

Of course, every dealer will recognize that this perpetual inventory may not be exactly accurate, as the percentage of profit may vary, but by taking his annual inventory at the end of the year, the same as usual, he will be able to ascertain how correct it is. One of the important features is to get the average profit as accurate as possible.

It is quite evident that this perpetual system has to be commenced immediately after the annual stock-taking and inventory, when all the necessary facts to commence with are available.

Don't miss the Hamilton convention unless you want to miss a good thing.

Managing With Your Eyes Open*

By A. M. Burroughs

A retail hardware man kept himself so busy with the little things of his business that he had no time to make money.

But when he analyzed his methods, himself, his business to find the reason he wasn't making money, he found he could unload half the petty work he was doing on to a $3-a-week boy.

Then he began to understand that it was his business to manage, to think, to plan to find out why things shou'd be done, and how they could be done in the best way.

He found that anybody could do the things that had to be done if he told them how.

He quit using the brains, the enthusiasm, the energy of his business for the "office-boy" duties. He devoted himself to the management of his business.

Now he is a merchant prince, the head of a great hardware concern with an income several times bigger than his gross business used to be.

A young German came to this country twelve years ago at the age of 11 with but $3 in his pocket, and not a word of English in his vocabulary.

He obtained employment in a grocery store in the German quarter of a certain city. Here he learned the grocery business.

Before he was 20 he was made manager of the store. When he was 21 he was appointed manager of a still bigger store. Now, at 23, he is manager of a $250,000 store with 75 employees.

Mere hard work will not bring success. There must be behind the work a "know-how" that will make it accomplish something.

If you would ask him how he succeeded, he would tell you that he always made it a point to know the results of his efforts.

When he went into a new store, he wanted to know which lines of goods paid a profit and how much. And he wanted the information all the time, not merely for a few days.

He wanted to know whether one of the lines which wasn't moving began to produce a profit when it was put "up front," and whether it continued to show a profit after it was put back to give some other slow line a chance.

He demanded records that showed him whether clerk No. 1 was producing a profit. When he found out which of the clerks produced the most profit, he used him as a standard for the other clerks—or their successors—to work up to.

A certain hardware dealer appealed to his jobber for a solution of a problem which he was wise enough to know was gradually pulling him down.

His business was increasing—much faster than his expenses—but at the end of the year he couldn't find the profit he thought he should have.

He had a good business. He was working hard, trying to plan and manage his business. He was a resourceful, industrious, clever merchant. Yet he wasn't making money.

When his jobber sent an accountant to go over his books, it was found that his books didn't really tell him anything about his business. He kept accounts that didn't account.

He couldn't find out, for instance, whether it paid him to make a big window display of pipe wrenches, at a big discount off the marked price, to attract plumbers and gas fitters to his store.

He didn't know, for sure, whether his big assortment of knives was paying him.

In fact he didn't know anything for certain.

He was wasting his energies, his enthusiasm and his brains by planning and doing things that never got him anywhere.

With the aid of an accountant he put in a bookkeeping system which enabled him to get accurate reports on the results of each day's effort.

Then he was able to know, pretty quick, which line of effort produced the best results, the most profits.

Now the difference shows in his bank balance, and the fine home he owns—his business has more than quadrupled in two years.

Yet he is the same manager, in the same store, selling the same goods. He has just cut out the unprofitable methods.

He wasn't incompetent before. He is no better manager now. He is just managing with his eyes open.

*A chapter from "A Better Day's Profits," copyrighted 1912 by the Burroughs Adding Machine Company.

WHY I BUY AT HOME.

The following, printed in plain type on a card, hangs in the stores of Duluth hardwaremen who are members of the local association:

Because this is the place where I make money and this is the place to spend it.

Because my interests are here.

Because I believe in transacting business with friends.

Because the community that is good enough for me to live in is good enough to buy in.

Because I want to see the goods.

Because I want to get what I pay for.

Because every dollar spent at home stays at home and works for the development of the city.

Because the man I buy from stands back of the goods.

Because I sell what I produce here at home.

Because the man I buy from pays his part of the city and county taxes.

Because the man I buy from helps support my school, my church, my lodge and my home.

BERRY BROS. NEW MOVE.

Berry Bros., in Detroit, have incorporated with a capitalization of $3,000,000 to conduct their large varnish manufacturing business in the United States.

It is understood that a change will shortly be made in their Canadian organization, allowing of a further expansion of their large trade throughout Canada.

A new wood stain known as "Berrycraft" will shortly be placed on the market by them.

Little Things in the Hardware Trade

By F. L. Edman

Some merchants fail because they are unable to master the significant, weighty problems that confront the retailer of the present day. Others lose out through failure to attach sufficient importance to minor details. With the former it is purely a case of incompetency; with the latter, a matter of carelessness

True, there are a great many big questions that demand attention. It is even advisable that the merchant take an interest in national problems that may directly or indirectly affect his commercial welfare. However, in so doing, he should not overlook the smaller affairs of his business, which are of much more importance than may at first appear. It is the neglect of trivials—the seemingly unimportant things—that start the unwary merchant down the treacherous path of carelessness, finally to land him in the abyss of ruin and despair.

The following incident actually took place in a retail hardware store, and forcibly presents a point that is worthy of consideration:

The proprietor of the Gregg Hardware Store was sitting at his desk, smoking a cigar and deeply interested in his morning's paper; consequently, failed to notice a farmer customer who entered his place of business. The clerks, too, apparently did not see him, for no one came forward to attend to his wants. He walked back to the proprietor's desk, and stood there for several minutes without even so much as attracting attention.

"Gregg," said the farmer, finally, "is it possible that I'll have to cut you out entirely, and do all my business with some other firm?"

The proprietor came to himself in a hurry.

"I don't know, Mr. Jones," he faltered, quickly discarding his paper, "but I hope not. What's the trouble?"

"Well," replied the farmer, "I feel that when I come into your store I have a right to expect courteous treatment, whether or not it is my intention to make a purchase. I've stood here nearly ten minutes, and no one has so much as said 'Good Morning.' Not only is this the case to-day, but I've been here a number of times recently when you literally ignored me. Now, I've patronized you a long time, and my business has meant a great many dollars to you. You may, or may not appreciate it, but I'm sure some of your competitors would. It seems to me it should be your duty to notice every one who enters your store; be up in front where you can see the people as they come in, and treat them as though you regarded it a pleasure to have them call. That's my idea of how to get and keep trade."

The proprietor was forced to admit that the farmer was right, and assured him that he would see to it that there would never be cause for a similar complaint.

This customer was saved, but it set Gregg to thinking. He wondered how much good business he had lost in the past on account of this very thing the farmer had mentioned. All would not voice their discontent as this customer had; they would simply go elsewhere, and he would never know why. It was only natural that people should like to be treated cordially, especially by the proprietor. Courtesy costs nothing, and it is a valuable asset to any business in which the public is being served. A friendly greeting, or a kindly remark does an inestimable amount of good. It means substantial returns in actual dollars and cents.

Another thing that deserves mention in this connection, is the making good of articles that prove unsatisfactory. Does this mean a loss to the merchant? It all depends on the impression left on the mind of the customer. If the act is performed as the result of considerable haggling and many harsh words, it is not apt to work to the benefit of the dealer. If, however, the customer is caused to feel that the merchant has cheerfully redeemed the unsatisfactory article, there is no better form of advertising available.

"I make it a point," says one progressive merchant, "to satisfactorily adjust all claims that are within reason, even though they may at times seem somewhat inconsistent. I find that it does not pay to have sore spots among my customers.

"As an instance of how I have profited by this policy, some time ago a saw was returned to me by one of our local carpenters, who claimed that it would not do good work. While I felt that the treatment the saw had received was responsible for the condition it was then in, yet I gave him another one, at the same time assuring him that we were always glad to do this. So far as I know this was the first purchase he had ever made at my store, but it was not the last by any means. He became a regular patron, and his business with us from then on was quite extensive.

"The good influence of such things is greater than one would imagine. A satisfied customer will often times do more actual good than a whole year's advertising, and the expense is not nearly so great."

All salesmen should be taught to represent their customers as well as their house. Continued patronage is the all important thing to be considered.

The writer has in mind one instance where the sacrificing of a small sale proved highly beneficial to the merchant.

A customer had purchased a large bill of goods in a department store, and, among other things, wanted a pair of cuff holders. The wide-awake salesman here saw an opportunity to save his customer some money.

"I shall be very glad to sell you a pair," he said, "but I have discovered a scheme that gives much better satisfaction than the old style cuff holder," whereupon he showed the customer the method he used.

The sale was not made. While the price of a pair of cuff holders is so small that it meant practically nothing to the customer or the store, yet it caused the buyer to regard this firm with a more friendly feeling. It was such a relief to find a store that would willingly lose a sale to save money for its customers. Needless to say, his purchases in future were confined largely to this store.

There are a number of little things the live merchant can do that will court new customers, and strengthen his hold on old ones. It is a small matter to step to the telephone, call up farmer Jones and inquire how the new plow works; at the same time it makes him feel mighty good to know that you are interested in him to such an extent. Also, when you have any one in mind whom you think will be particularly interested in certain articles you have in stock,

it will pay you to notify them, either by telephone or letter.

Some retail merchants have found it profitable to occasionally make trips into the country during the dull seasons, and visit among the farmers. The average dealer has more or less spare time during the course of a year, which may as well be utilized in a profitable manner such as this.

"Call again" is an expression that should be frequently used. If business is not too rushing, the salesman should accompany the customer to the door, open it and invite him back. When consummating a sale that requires considerable time, the customer should always be comfortably seated. Such courtesies are especially appreciated by lady buyers, which, by the way, is a class of trade it pays to cultivate.

The childrens' trade is another phase of the retail business with which the merchant cannot afford to deal lightly. There is no better way to get "in right" with fathers and mothers than to see that their children receive proper attention. Then, too, these young folks are going to grow up, and it means dollars to come, for they are not going to forget the dealers who accorded them the right sort of treatment. By all means, see that their wants are properly taken care of.

Now, a word regarding prompt delivery service. To you it may seem a trivial matter to deliver goods an hour or so after the promised time, but it is in reality a serious offence, because people are going to lose confidence in you, and that means a decrease in your volume of sales.

The writer has not attempted to cover all the little things that retail merchants should watch. It has been his purpose to merely suggest a few, which, if given proper attention, will show some highly profitable returns.

How to Make Business Successful During 1913

Opinions Gleaned from a Few Representative Retail Hardwaremen and expressed in a variety of ways.

G. A. Binns, Newmarket; In my opinion the one thing that will make 1913 a successful year in hardware, as well as any other business, is the same old maxim that is applied to all successful concerns:

Late to bed,
Early to rise,
Work like hell
And advertise.

* * *

Chas. C. Lee, Goderich, Ont.: Sell for cash, except to large corporations, and them thirty days. Sell nails, wire, woven fencing and binder twine at a profit, not at cost, for a leader, as is done by most merchants. These involve a large amount of money and should pay a good percentage.

* * *

A Western Ontario firm: The principal thought we have in mind for 1913 is to try and shorten the time of credit to our customers, and keep all their accounts in good shape.

Our next thought is to try and push the profitable lines and cut out as much as possible the now unprofitable lines.

* * *

D. Cinnamon, Lindsay, Ont.: We think one thing above all others for hardwaremen to make 1913 a successful year is to attend every session of the hardware convention at Hamilton, get all the information possible, exchange ideas with the different dealers while there, and act on the information and ideas gained.

* * *

W. F. Macpherson, Prescott, Ont.: In view of advances in nearly every line of goods in past six months of from 10 to 50 per cent., it is imperative that all retail prices be advanced in same proportion. In obtaining this advance on present stock and orders well placed a good profitable business can be assured for 1913. In stock-taking in January it would be well to mark advances on shelf goods—which are often overlooked—as well as on heavy staples. Meet your competitor and talk these matters over. Get together; get a fair profit on your goods, and maintain prices for a successful 1913.

* * *

H. Occomore & Co., Guelph, Ont.: The most important thing, to our mind, for hardware merchants to consider for the year 1913, is the question of "Service." In coming to this decision we have done so after careful thought and observation during the past year, and feel that the weakness of the hardware business just now is right here. There is no need to give very much thought to the matter of going after business as in practically all parts of the province the business is waiting to be done. The outlook for business was never better. The customer is at our door, and, more than that, comes to our store, but what are we doing to hold him? This is where we are falling down. We are not giving him the service which he has a right to expect.

When I say "service" I do not mean clerical service only, but service all along the line, from having the article in stock in sufficient quantities, to the delivering of the same to his customer's premises and the collecting of the account.

The subject would be too long to go into more fully, but we think that you will grasp our meaning when we say that an excellent motto for the Ontario hardware merchants for 1913 would be the matter of "Service," as we feel that the hardware merchant that gives the service will be the man to come out on top.

Sometimes it takes all the grey matter in a man's head to overcome the white streak in his disposition.

The merchant who wants to keep his record clean should discount his bills. Not only is the discount usually sufficient to pay freight and makes a substantial saving, but the merchant—particularly the beginner—who wants to establish a permanent and substantial credit, should discount his bills promptly—even though he has to borrow money from the bank to do it.

Window and Newspaper Advertising

THE WINDOW DRESSING ART.

By F. R. Fredericks

Window-dressing, or the decoration of windows, has on various occasions in the past been termed an "art," and the term is indeed an apt one in so far as the business of bringing in trade direct from the street is concerned, through the medium of the show window. The real work of "art," however, in these modern times lies more in arranging the merchandise displayed in the window in such a manner that the display will accomplish more than to simply appeal to the outsider and attract his attention without getting other results. The really effective display must bring the customers into the store.

Getting down to the actual work of window trimming, there is such an endless variety of schemes that may be used, that it would be impossible to give any fixed code of instructions. The pricing of the goods displayed, however, may be said to be one of the most important features of a display. And right here a caution may be given; many stores display one line of goods in a window and sell another line when inquiries aroused by the display are made. This is not good policy. The window display should be part and parcel of the stock carried in the store and not a bait thrown out to catch the eye of the unsophisticated.

Timeliness of display is one of the most essential things in a window display. The proper season is the time to remind prospective buyers that they are in need of certain lines.

Although at each season of the year certain lines can be displayed to advantage some lines are staple all the year around and can be shown at any time.

Special window displays may be arranged in many ways, the schemes depending on the shape of the windows; some lines of goods require the entire window space and in cases of this kind it is better to make a big showing of all styles and sizes rather than to mix the goods it is desired to feature with other lines. In this way a strong appeal is made to the buyer.

FLOWER POTS IN THE WINDOWS.

Very few hardwaremen would ever think of putting in a window display of flower pots, crocks and other similar lines, or of even putting in a few of these, along with other goods. Yet if this is not done, how is a person to know that the dealer carries such lines? Flower pots are not like nails; every one knows enough to go to the hardware store when nails are wanted, but they have to hunt around for flower pots or a crock, unless they know of some store that keeps them. This is shown in the following incident related to the Journal.

A woman had received some butter in a tub from the country. She wanted a crock in which to put it down, and, although she lived in the suburbs, took the trouble to make a special trip down town. She could not find exactly what she wanted, so came home again. While returning, she happened to look in the window of a hardware store near her home and there saw the very thing she wanted, along with other sizes of crocks and flower pots. She went in and inquired the price and found that it was 45 cents—15 cents cheaper than the downtown store asked for the one nearest to what she wanted.

This lady was a regular customer of this dealer, but the thought that he carried crocks never entered her head. She wouldn't know yet if the retailer had left them at the back of the store or down cellar, as is usually the case. You never can tell how well a thing will sell, till you advertise it.

A CHRISTMAS WINDOW THAT PAID.

During Christmas week, John Caslor, 628 Queen St. W., Toronto, put in the window display shown in the accompanying illustration. As will be seen, cutlery and safety razors were featured. Although hangers advertising skates and ammunition are shown on the wall, none of these goods were included in the display, the purpose of the hangers being merely to offset the bare appearance the walls and back would otherwise have. They did advertise the goods, however, for a person, after seeing a skate hanger and looking in vain



in the display for skates, would know that Mr. Caslor carried the goods and, if interested, they would inquire inside.

It will be seen that the advertising matter furnished by the manufacturers has been made good use of. It not only served to advertise the various lines but added a decided holiday appearance to the whole display.

The walls and back of the window were draped with red bunting and red, white and blue bells and fancy paper were hung from the chandelier.

"I am more convinced than ever that window advertising pays," said Mr. Caslor. "As a result of that showing, I sold over 50 sets of carvers and about 15 safety razors."

Show Window Advertising

*By H. V. Hollinsworth**

The object of the window originally was simply to give light to the interior of the store, but with the discovery of electricity and the manufacture of large plate glass evolved the handsome, modern, well-lighted show window fronts which we have to-day. The merchant was not aware of the great business bringing asset he possessed until the advent of the professional window trimmer. Therefore the displays were made by some one of the employers; generally the one who could not get out of doing it. The windows were there and something had to be put into them; the results were careless, slipshod arrangements of every description from laces to pills. After a few clever window advertisers discovered the secret of proper display competitors were not long in adopting the new methods and to-day we find a new order of things in existence. The big stores throughout the world are now spending thousands of dollars annually on their displays. The skilled specialist. Some of these I have interviewed personally and their comments on the experiment were of the best.

We have yet to learn of one manufacturer who has given window advertising a trial and dropped it. I have been approached by several Canadian manufacturers asking me if I would take this same work up for them. Competition is bringing about more economical methods of marketing all kinds of products, and this will ultimately lead to the use of retailers' show windows by the manufacturers. The time will come when every manufacturer will have his window trimming staff or will have his window displays planned by an agency the same as his advertising is now planned. This is not a dream but a reasonable deduction based on what has and is being done in this line. Competition alone if nothing else, will force the manufacturer to install the window advertising department. As an instance of this may be cited the case of the big talking machine companies. They put in a window advertising department under a man who



How J.R.Hambly, Barrie, utilized both the interior and exterior of his window for displaying seasonable goods during the Christmas holiday season.

professional window trimmer, who understands his business, is finding his services in great demand, so much so, that the demand exceeds the supply.

Two Kinds of Window Dressing.

There are two specific kinds of window dressing. One is termed the merchandise window; the other, the advertising window. While every window display is an advertisement there are two particular classes. The merchandise window is intended to produce direct sales of the goods shown, whereas the purpose of the advertising window is to tell a story, or to impress upon the mind of the beholder some particular fact concerning the merchandise displayed. In other words, there must be an idea conveyed in the advertising window. You will grasp my meaning more fully as I proceed.

Manufacturers, especially those in the United States, are beginning to realize that the show window offers a bountiful harvest to the tiller of this fertile field. In the past few years, several manufacturing firms have installed a window dressing department under a thoroughly understood the game. He planned a lot of good window settings and in a short time was delivering to dealers with their records and machines complete window displays that were far more effective and expensive than the dealer could produce himself. As a result every dealer carrying this company's line had eye-catching business-getting window trims that produced big sales. That the competition was felt was evidenced by the fact that a rival concern organized a department along similar lines. This is only one of several instances. So much for the advertising window.

Now the merchandise windows are those as seen daily along our business thoroughfares. These are, when done properly, direct business getting displays. In these displays the window trimmer has to use his best talents in displaying his firm's merchandise skillfully and carefully so they will create the desire to possess.

Catering to Women.

The majority of customers in department stores are, as a rule, women, and the methods of the profession

*Mr. Hollinsworth is president of the Canadian Window Trimmers' Association and head window trimmer for the Robert Simpson Co., Toronto.

in inducing a woman to part with her money for an article are varied and many. Sometimes through a combination, or a unit in display, we have to appeal to her vanity. At other times we make our displays appeal to her sense of economy, and so on. In the big department store, in order to hold a position, the trimmer must be an allround merchandise man. He has to possess a good eye for proportion and color. He has to study style as it is brought out and the origin of style. He has to know something about art, period decoration, architecture, weave and texture.

You may ask why is it necessary to familiarize ourselves with a knowledge of the decoration of the different periods. I will explain. Suppose the buyer of the Oriental rug department should ask to have a display of Chinese rugs, and requests that we enhance his rugs with the addition of some drapery, bric a brac, furniture and so forth. How foolish it would look to the educated customer were the trimmer to introduce a Louis XIV. screen, a mission table or Gothic chair.

Here is where it is absolutely necessary for the trimmer to know the different motives and influences of Eastern decoration. The trimmer in arranging this would have to be sure not to introduce anything into the window that was not in keeping with this particular period. If he had a Colonial chair, a Queen Anne table, an Egyptian urn, or a Dutch tapestry panel, the whole idea he wished to impress on the customer would be ruined and to those customers who are of the educated class it would appear ridiculous.

The Successful Trimmer.

The successful man is he who has served a good apprenticeship in buying and selling merchandise, and who has had years of contact with customers. He has to study the conditions of the house employing him and the locality they do business in. He has to familiarize himself with the various stocks from basement to top floor. He has to keep in touch with the newspaper work and all forms of advertising being done by his house. He has to do the buying in most places of all display equipment and study the manufacture of the same. He has to be able to sketch and estimate.

Window Trimmer's Hard Work.

Many head trimmers who had long years of experience (I have had nearly twenty years of it myself) look back over days and weeks and months of hard uphill work, taking insults from selfish employers and buyers, working against all kinds of obstacles in windows where the temperature in summer has sometimes reached over the 90 mark, in the winter often in a temperature below zero, with half frozen fingers. You cannot wear gloves and pin silks. Many times when working on our opening and on our interior decorations, we have had to work 36 out of 48 hours. However, to-day through better systems we are elevating our profession to where it belongs.

A few years ago the newspaper man in his nice comfortable office seated in his cushioned arm chair, away from the hustle and bustle of the maddening crowd on the ground floor, was considered the king pin in the advertising line, but to-day the window trimmer is gradually becoming "the heir to the throne," so to speak. The trimmer of the big store knows his hardest problem to-day is the solving of how best to satisfy the incessant demand by buyers, for window space. He knows that his windows dispose of more of the high-class goods on which there is a respectable profit, than the newspapers do. He knows he can show the customer the actual article where she or he can see it in all its color, style, size, shape or whatever its good points may be; whereas the advertising man can only describe it. The window man knows also that the customer in looking at an article in the window is a great deal nearer to parting with her money than if at home reading the advertisement.

What I have stated are the arguments that creep up between the window trimming and advertising departments in their friendly rivalry. We know also that newspaper advertising has many advantages over window advertising. We, as ad. men in the big stores, know that as yet there is nothing to supplant that infallible combination in selling merchandise of newspaper advertising, window displays, and the price for description show card. These are the three prime factors in turning goods into cash. The co-operation of the merchandise man with the advertisers is the basis on which all the big department stores work.

In connection with the show cards and price cards

Show and Price Cards.

as seen on the counters and in the windows of our big stores it may be said that these play a larger part in disposing of merchandise than perhaps most merchants realize. They are silent salesmen that are continually working. Thousands of sales are made daily through these cards, that otherwise would not be made. It is a common thing to see a customer having her parcel and change given to her by a sales person without a word having been said by the customer and without more than a "Thank You" from the salesperson.

HARDWARE CLERK'S PROPOSAL.

Dear Bell, I love you Mower each day!
Of all the girls you are my Pick;
And if I ever have my way,
You may be sure I'll Steel you quick.
When first I Saw your golden Locks,
The Keys to which I hold in part,
I hoped I could with Tackle-blocks
Draw you more closely to my heart.

Could I in my Repeating Arms
But Clasp you, little maid divine,
I'd Bolt you there with all your charm,
And Rivet your sweet lips to mine.
I'd Chain your heart's door fast and fair,
And Nail the Hinges on with bliss;
I really love you, on the Square;
You'll find no Grater love than this.

So now I'll Screw my courage up
And Axe you if my name will fit?
If so, you're just the needed cup
Of Punch to Brace me up a Bit.
So come to-night and we will File
The papers, dearest little Plumb.
I'll meet you at the outer stile—
Just Wire me if you Can Nut come.
—Your Adjustable Jack.

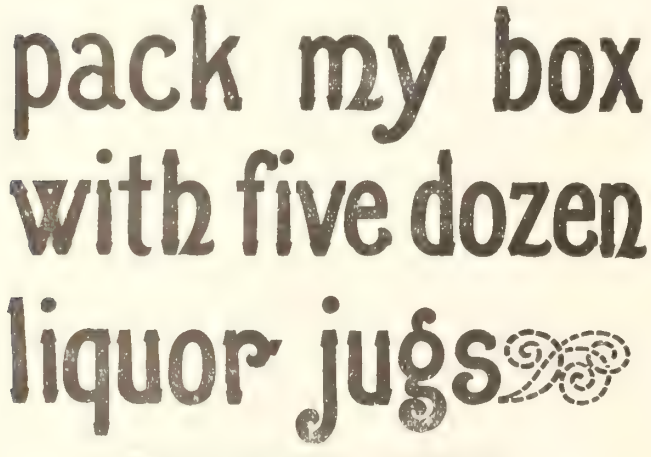
Time was when men were measured by the interest they could collect from other people. To-day men are judged, and now and then succeed, according to the interest they place in other people.

Art of Card Writing

QUICK WORK LETTERING.

By Sydney S. Watts

The lettering in the accompanying examples is commonly called "brush letters," and is intended only for quick work. It should not be used entirely on any one sign card, and not at all where first-class work is desired. Should a sign card be required quickly this style letter will be of great service, as it can be made very rapidly, and with the addition of an occasional line of outline lettering will make an attractive card. Considerable time should be spent in the practicing of this letter, as it is difficult to execute. All the letters in both examples should be executed with a No. 8 "Rigger" brush. They are practically the same as the "Half Block" letter with the exception of the spurs, which are added after the body of the letter is formed. Some letterers do not add the "spurs," but this leaves an uneven and ragged edge, while "spurs" or "block" effect lends a finished appearance to the letters. It is not necessary to copy these plates outright. The letters should be practiced until the student has mastered them. The execution of this style of lettering should be done very quickly and accurately. Be sure that your spacing is correct then proceed to form the letters with a No. 8 "Rigger" red sable brush. Commencing the letter "A" at the top and describe left-hand stroke from top to bottom of the letter; then describe the right-hand stroke the same way. Add cross-bar of letter last. The strokes of these letters should be described with one sweep of the brush. Be careful to spread the brush at the top of letter until just the right thickness is acquired, then carry the brush down, being careful to keep the stroke of the same thickness throughout the letter. When the letter is completed add the "spurs," which should



Sample of quick lettering in swell letters

be the width of the letter at top and bottom. Use water colors in this practice work. Have the paint a little heavier than is usually used, as it binds the hairs of brush better than thin colors and prevents its spreading. This will aid in keeping the letters of a uniform thickness, which is a very important feature in this particular style of letter. Many students have the idea that they should be instructed to do quick work first. They seem only to care to learn sufficient to aid them in securing a situation. Afterward they wonder why they do not advance in their work. This is because of having been started in the wrong way. It is like building a house. If the foundation is not firm the house will soon fall. The student should not expect to accomplish this work in too short a time. It requires time and practice. The art student is required to draw from a model and you would be surprised to know how few instructions are given. The



Sample of quick lettering in capitals

student is supposed to study the model until he becomes familiar with every line and feature. The same rule applies to lettering. I might instruct you indefinitely, but if you did not practice you would never become proficient. You must study the formation of the letter until you can clearly see it in your "mind's eye," then try to picture it upon paper as you have seen it. Do not copy the letters, stamp them indelibly upon your mind.

Too much ornamental work is not desired in card work, as merchants think it waste of time. Unless it is well done it had far better be left undone, and even when it is done correctly it often detracts from the lettering, the sign card thereby losing part of its commercial value. I contend that a sign card well lettered, spaced and displayed is all that is required from a commercial standpoint and will profit one more in the end. Many sign card writers often resort to "ginger bread" ornamentation in conjunction with planning colors, which, beside being inartistic, is impractical.

CHANGE IN HARDWARE FIRM.

There has been a change in the ownership and management of the Burks Falls Hardware Company, Limited, Burks Falls, Ont. Geo. Ecclestone, Bracebridge, Ont., is chiefly interested in the new concern, which will retain the old firm name and charter. Mr. McKluskey, of Toronto, will manage the business.

Pratt & Lambert Salesmen's Convention

Ever meet a Pratt & Lambert salesman? Imagine a convention of ninety such men. That will give you an idea of the spirit of good fellowship and enthusiasm that prevailed at the Pratt & Lambert Salesmen's convention, held at the firm's main office and factory at Buffalo, Jan. 7, 8, 9 and 10. This convention wound up the most successful year in the history of this organization.

The new Pratt & Lambert convention hall, in which the convention was held, was appropriately decorated for the occasion. Numerous exhibits of articles finished with Pratt & Lambert products, exhibits of Pratt & Lambert advertising matter, displays of various Pratt & Lambert dealer varnish assortments and similar educational features were placed around the wall. At the front of the hall was a stereoptican screen. On this views were thrown during various talks to illustrate the point being discussed, and to fix the attention of the audience.

The first things on the programme were inspections of the Pratt & Lambert, Buffalo, and Pratt & Lambert, Bridgeburg, Ontario, Canada, plants. A special train took the men across the bridge spanning the Niagara River from Buffalo to Bridgeburg and back again.

The real business of the convention was opened by W. H. Andrews, president, who delivered an address of welcome, in which he thanked the salesmen for making the splendid success of the past year possible. At the conclusion of the address, Mr. Andrews turned the convention over to J. H. McNulty, convention chairman and general manager of Pratt & Lambert-Inc.

In his remarks, Mr. McNulty spoke of the history and the growth of the Pratt & Lambert business, from a little shack almost, to the largest industry of its kind in the world. He mentioned the progressiveness of the company. "Our business increases in efficiency each year in volume of sales," Mr. McNulty said. One of the thoughts well worth remembering that he brought out, was: "Do not overstate—rather promise less than more. Be sure you can fulfill all promises."

The first day's programme included talks by F. W. Robinson, general superintendent, on "Facilities and Methods of Our Factories"; J. F. Thomas, superintendent of laboratories, on "Laboratory Work"; R. W. Lindsay on "Raw Materials Used in Varnish Making."

Mr. Robinson stated that Pratt & Lambert factories were so arranged that the maximum efficiency was obtained. He stated that the raw materials came into the factory at one point, from which they were worked right forward to the shipping room, so that on one end of the line was the storage of raw materials, and on the other end the shipping room. He pointed out that the most modern equipment was used in all the plants, and that every thing was done to save costly manual labor—material in process of manufacture being pumped from point to point, etc.

Mr. J. F. Thomas spoke on laboratory work, and the great care which Pratt & Lambert used in testing all raw materials, and in testing the varnish in every process of manufacture, to be sure that it is absolutely right.

R. W. Lindsay, chemist, gave an outline on the raw materials used in varnish making.

As a conclusion to the afternoon programme, merit and service prizes were awarded to all office and factory employees. A gold watch was given to each employee of twenty years' service with the company. Prizes were given for the best suggestions made by the employees during the last six months of 1912, the first prize being twenty-five dollars. A five dollar gold piece was given to each employee who had been with the company a year or more.



Pratt & Lambert's staff dinner held during the recent salesmen's convention in Buffalo.

The programme for the evening included water sports in the swimming pool at the Buffalo Club. The events were a straight swimming race, a candle race and a tub race. Byron McNulty won first prize in the straight swimming race, and in the tub race. Mr. J. D. Kelly won second prize in the straight swimming race. Mr. D. E. Richards won first prize in the candle race. Other men who came in for prizes were Dan Day, J. A. Hyatt, Jr., and J. P. Junkin. After the water sports an informal dinner was held in the theatre of the Buffalo Club. After dinner the room was darkened for a time and cartoon take-offs on various officials and salesmen were thrown upon a screen. Each slide was accompanied by humorous remarks from W. H. Andrews, who acted as Director of Ceremonies for the evening.

During the evening, Mr. J. G. Schroeder sang several popular songs. Following the dinner a bowling contest was held in the bowling alleys of the Buffalo Club between the teams representing the Eastern division, or New York office; the Western division, or the Chicago office; the Central division, or the Buffalo office, and the Canadian division, or the Bridgeburg office. Enthusiasm reigned supreme during the con-

test, which was finally won by the Chicago office, with Buffalo second.

The business programme on Wednesday included a discussion of products, lead by Mr. McNulty. Mr. McNulty made the point that one varnish would not do for every purpose, and told the scientific reasons why.

Mr. A. E. Miller gave a sales demonstration on Vitralite, the Long Life White Enamel, for which Pratt & Lambert are famous.

In the afternoon, J. N. Welter, resident manager of Chicago, gave a talk on the "Proper Systematizing of a Salesman's Work." He pointed out that it is intense cultivation of a territory, not scatter-shot cultivation, that pays the most profit. "Although a man's gross sales by intensive cultivation might not be as large as if he covered a larger territory in a scatter-shot way, only hitting the high spots, his expenses will be less, and for this reason the profit on that man will usually be more," Mr. Welter said. Mr. Welter showed the importance of continually calling upon prospective dealers, although there might seem to be no immediate chance of selling them. Merely a hello and a hand shake, was the idea expressed; then when that man is ready to take on a line of varnish, perhaps discontinuing the line he has, he will think of you.

In the evening a real old-fashioned country dinner was held at the Saturn Club. Bandanna handkerchiefs were used as napkins, and to each of the menus stalks of flax were attached. Miniature farmer hats with the men's names on a red band were distributed during the evening. Real (?) rube waiters served the dinner. During the evening, Mr. Schroeder rendered some more popular songs in his inimitable manner. Selections were also given by the silent quartette of New York, whose voices were hushed by much yelling the night before at the bowling match.

Following the dinner at the Saturn Club, the salesmen went to Shea's Theatre. Here the office and factory employees were present, as well as the salesmen and officials of the company. At the theatre a slide "Welcome Pratt & Lambert Salesmen" was thrown on the curtain, also a picture of the convention in session. Jokes were cracked on the Pratt & Lambert outfit during the evening.

Thursday morning Mr. J. B. Bouck, Jr., gave a talk on "Our Credit System," and the salesmen's relation to the same. Mr. Bouck impressed upon the salesmen the importance of their securing information on customers, and keeping the house posted at all times on anything that might affect the credit standing of the customer.

Following Mr. Bouck, A. P. Hill, advertising agent, Pittsburg, gave an address on "Advertising," showing the importance of advertising as a modern sales factor.

Mr. W. P. Werheim, advertising manager, gave a talk on Pratt & Lambert's advertising. He impressed upon the salesmen that the object of Pratt & Lambert advertising was to get the goods off the dealer's shelf —that it has never ceased since it started years ago, which is proof of the sincerity of purpose of Pratt & Lambert in conducting this advertising

At the afternoon session Mr. C. C. Fickett gave a demonstration on "Nukote, the Modern Finish," a color varnish in various colors, which Pratt & Lambert make. This was followed by a talk on "Sales Methods" by J. H. Shanley. Mr. Shanley told the boys that confidence in the house he is working for, is the greatest asset a salesman can have.

The next thing to be taken up was the Pratt & Lambert salesman's reference book, a book giving the complete Pratt & Lambert advertising, selling, routine and technical proposition as far as the salesmen are concerned. This book was explained by J. H. Waterbury, Resident Manager at Buffalo.

Following this, the "Question Box," in which the salesmen had placed questions which they would like taken up, was opened, and these questions were then discussed.

In the evening a banquet was held at the Buffalo Club. This was one of the most sumptuous banquets to which the salesmen ever sat down. Nothing was left undone to make the entertainment of the evening complete. An orchestra and quartette were on hand to render musical selections throughout the evening.

The place card for the banquet was perhaps one of the most unique ever devised for any banquet, being a panel finished with "Vitralite, The Long Life White Enamel," the men's names being stamped in gold on the panels.

One of the unique stunts worked out during the evening was a huge imitation clock. After a long blast of a siren whistle, and the noise of a rattler and cow bell, the doors of the clock would open and a face would appear. Then the figure would recite various verses on officials and salesmen.

Mr. W. H. Andrews, President, acted as toast master at the banquet, and told many humorous stories in introducing the various speakers. His address in opening up the speech-making, was instructive and inspiring.

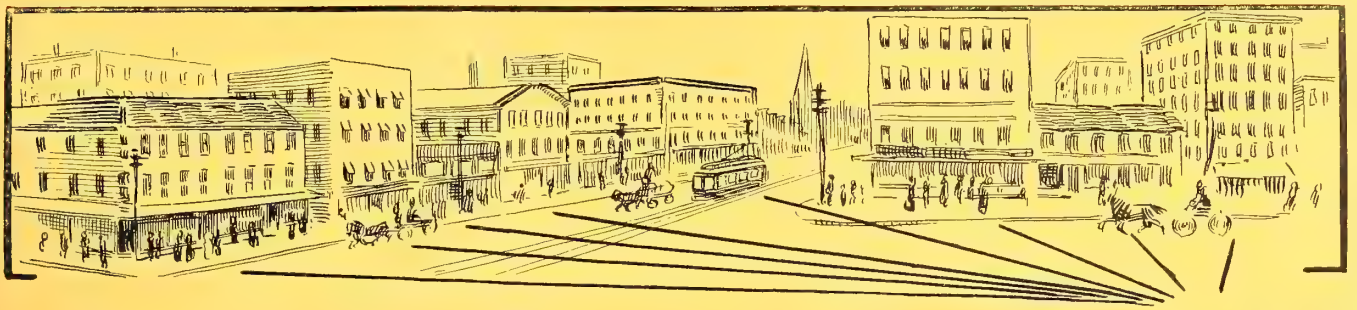
Mr. Andrews spoke freely on the tremendous success of Pratt & Lambert in the past year, and expressed his sincerest appreciation of the splendid work of the sales force. Other orators of the evening were: J. H. McNulty, General Manager, Buffalo; J. B. Bouck, Resident Manager at New York; J. N. Welter, Resident Manager at Chicago; J. H. Waterbury, Resident Manager at Buffalo; J. H. Shanley, Sales Manager; W. P. Werheim, Advertising Manager; F. W. Robinson, General Superintendent; J. F. Thomas, Laboratory Superintendent; J. Maycock and J. P. Gowing. Every man spoke enthusiastically of the fair way in which Pratt & Lambert have treated them, and expressed pride to be connected with such an organization.

At the banquet a loving cup was awarded the victorious Chicago bowling team, and individual prizes awarded each man on the team. Mr. E. C. Cramsie, of the Chicago team, high score man, received a set of gold cuff buttons.

Prizes were also awarded the victors in the various salesmen's competitions, which Pratt & Lambert have been running for the past six months. The winners of the first places were: H. S. Prescott, A. E. Mllier (two firsts), C. W. Rensink, C. P. Hannon (two firsts), and J. T. Reed and C. P. Hannon. The winners of second places were: A. D. Graves, H. Scheib, R. Wansbrough, G. D. Groom, F. A. Noe and A. J. Bauer.

The banquet concluded the set programme of the convention, although business sessions of special groups were held on the following day, Friday.

During the next few days the Pratt & Lambert sales force scattered itself to all corners of the entire continent of North America. They went back to their territories, more efficient salesmen than before they came. They had learned, not only through the regular discussion, but also through individual interchange of ideas, and contact with their fellow salesmen, that made them broader and better able to cope with the problems of their every-day work.



If all Your Year's Paint Profits Hinged on One Sale

—and That Sale must be to the hardest prospect in town —how would you go after him?



Hammer and tongs—wouldn't you?

Every approach would be covered. You'd write him, and send him all the data you could about paint uses and qualities—and shoot circulars at him—and just naturally demonstrate that at least as far **as wanting** his business was concerned you wanted it a good deal harder than any other dealer in town. And when you got him that far he would, without doubt, investigate—for such is human nature.

And then it would be up to your paint and your own personal salesmanship. "But"—you say, "my paint profits don't depend on one sale, but on many sales to many people, and I can't possibly go after all of them as hard as I would after one man."

Just the point!

Lowe Bros. **will** go after all the people everywhere, and do everything in reason to help you get most of them into your store. Then it is up to High Standard Paint and your personal salesmanship, and mighty few can escape that combination.

Lowe Bros. Farm Journal advertising and local newspaper campaign will make **every** prospect connect your store with the idea of good paint. Personal letters in your behalf, and folders and paint data of a most interesting nature will go to every good prospect whose name you send us, urging him to call at your store and investigate. Billboards will remind him and Fence and Barn signs will jog his memory from every angle.

By the time the average man in your community has come to the conclusion that he is going to paint this season he'll be so thoroughly canvassed that he is just naturally going to investigate High Standard Paints. Is he going to investigate them in some competitor's store—or in **yours?**

Johnson Paint & Varnish Co., Limited
Vancouver, B.C.

H.S. Lowe Brothers LIMITED
TORONTO
High Standard Paints

Lyon-Monkhouse, Limited
Winnipeg, Man.



Satisfaction is Assured

and reputation firmly established when you sell our unequalled Lines of

PAINT AND VARNISH BRUSHES









They are made only of the finest materials—by the highest grade of expert workmen.

Write for our Illustrated Catalog now.

It will give you an idea of the distinctive quality of our goods.

We manufacture paint and varnish brushes of every description.

Meakins & Sons Limited

HEAD OFFICE—**HAMILTON**—FACTORY

Warehouses: Toronto London Winnipeg

Meakins Brush Co., Limited, Montreal

BURLAPS for WALLS

DOUBLE SIZED and OIL COATED

Made in widths of 30, 36, 45, 54, 60, 72 and 90 inches
All Standard Shades

DYED BURLAPS

Made in widths of 36, 54 and 72 inches only
A Good Variety of Shades

LENGTH OF ROLLS, ALL LINES, 30 and 60 Yards

Hardware Dealers

In going over their stock of Builders' Supplies for Spring should not overlook putting in a stock of our

Prepared Decorative Burlaps

There is bound to be a brisk demand for our Burlaps wherever building is being done, and the dealer with a good stock on hand will reap the benefit of this trade.

THE UNEXCELLED WALL COVERING

Handled by Leading Jobbers of Wall Papers, Paints, Etc.

Send for Samples and Prices

Manufactured by . . .

The Dominion Oil Cloth Co., Limited

MONTREAL

Don't Be Afraid to Handle and Boost



Collar Pads, Sweat Pads, Housings, Saddle Blankets, etc.

THEY HAVE MADE GOOD

and this means money for you. They are all made from the famous Ventiplex fabric, which is constructed on purely scientific principles.

If you are not already a dealer, get busy right now, and send to your jobber for some of our Ventiplex Pads, known the world over as the "More Horse Power" pad. You will also get a book explaining the scientific construction of the Ventiplex material. None genuine without the Ventiplex registered trade-mark.

If you cannot get them from your jobber, send direct to us.

BURLINGTON WINDSOR BLANKET CO. LIMITED

Windsor, Ont.

Hamilton as a Hardware Manufacturing Centre

By H. M. Marsh, Publicity Commissioner

One of the greatest factors in making Hamilton the hardware and stove manufacturing centre of Canada, is that it is the centre of the iron and steel industry of Canada. Upon first sight, this may appear to be a somewhat broad statement to make, but a brief review of some of the establishments that are located here will justify the statement.

The Steel Company of Canada, Limited, have a very large smelter, blast furnaces, etc., with nail and screw plant manufacturing wire rods, bars, pig iron, wire and bolts, nuts, white lead, shot, putty, etc. They are making very large additions and increasing facilities for their output.

Cummer-Dowswell, Limited, organized in 1909, at that time taking over the interest of, and succeeding Dowswell Manufacturing Company, are extensive manufacturers of clothes wringers, washing machines, barrel churns, clothes dryers, and make other useful articles of a like nature. Their trade is drawn from all over the Dominion, and a great export business is done with Great Britain and several of the colonies, including Australia and New Zealand.

Laidlaw Bale Tie Co., who have, during 1912, built an entirely new plant with unexcelled shipping facilities, now have a capacity of 50 tons of their product. They are manufacturers of wire bale ties, wire nails, staples, etc., and have achieved a high and merited reputation.

The Canada Steel Goods Co. are manufacturers of the Crescent Brand of builders' hardware, parlor and barn door hangers, brackets, butts, staples, etc. This plant occupies floor space of about 90,000 sq. ft., and new buildings are to be added to the plant at a cost of $60.000, which will increase the capacity three times what it is now. The intention is to erect in the near future, cold rolled mills for the making of sheet steel and material for their own factory, and also to supply the trade. New machinery has already been purchased for the extension in the course of construction. This concern has been shipping large quantities of steel whiffletrees and steel plow sets to New Zealand, Buenos Ayres and Algeria.

B. Greening Wire Co. manufactures every description of wire cloth and wire work, and particularly antique rustless bronze screen cloth. This company does a large business all over Canada, and is enjoying great prosperity. Some large additions are contemplated to hold up the ever-increasing demand for their goods.

E. C. Atkins & Co., manufacturers of Sterling silver saws, were established in Hamilton in 1907. They have a large plant for the manufacture of saws of all kinds, machine knives, saw tools, etc. A branch was established in Vaucouver last year, especially for sawmill trade.

Probably there is no concern in Hamilton that has carried the fair name of the city so far afield as the Burrow, Stewart & Milne Co., Limited, manufacturers of "Jewel" line of coal and wood cooking stoves and ranges. This company also manufactures gas cooking and heating stoves, warm air furnaces, scales and curry combs. This business was originally established in Hamilton in 1864 in the very small building. This plant has been added to until it now covers an entire city block.

The Hamilton Stove and Heater Co., Limited, a couple of years ago took over the business of the Gurney, Tilden Company. The business was established in Hamilton in 1843, and has been continually devoted to the manufacture of stoves, ranges, furnaces, registers, boilers, radiators, locks and builders' hardware. At the present time, a line of gas stoves is being added, and numerous additions are being made to existing lines.

E. T. Wright & Co., tinware and lantern manufacturers, have a very large factory to which they are adding large additions at the present time. They have a very large trade throughout Canada and their products have achieved a very high reputation. Their plant is equipped with the very latest labor-saving machinery, and employment is given to a large number of men.

The Ontario Lantern & Lamp Co. was established in 1890 in a comparatively small way, and during the past two decades has grown to the present commanding position of importance, mainly through the high grade of their product. They have branch warehouses located in Montreal, Toronto, Winnipeg and Vaucouver, which are used as a distributing point for the surrounding districts.

Meakins & Sons, brush manufacturers, make a wide line of household and paint brushes, and are constantly extending their trade, having recently established a branch at London.

The Hamilton Incubator Company manufacture a fine kitchen cabinet as well as incubators and account registers for retail merchants.

The Dominion Belting Co. have an extensive trade in their "Maple Leaf" cotton belting, many hardwaremen having their agency and making a periodical canvass for orders from factories in their districts.

Brown, Boggs & Co. do an enormous business in tools and machinery for metal workers, and have a large new plant in course of erection.

The Canada Wire & Iron Goods Co. manufacture wire signs, railings for offices, and similar goods, and secure a fair volume of their trade from hardwaremen who sell from their catalogues.

Banwell-Hoxie Wire Fence Co. make a popular wire fencing, and sell largely through hardware agents in the farming districts.

BACK AT HIS POST AGAIN.

F. H. Whitten, assistant general manager of the Steel Company of Canada, Hamilton, Ont., is back at the office again after a several months' siege of typhoid fever. For a couple of weeks prior to getting back to business, Mr. Whitten spent a holiday at Atlantic City recovering his strength.

Make up your mind that even if you don't sell more goods this year, that you will sell as many goods, but of better quality and at a higher price. You can make from ten to twenty-five per cent. more than last year by adopting this plan.

STOVES

STOVE AND FURNACE MEN DINE.

A most enjoyable time was spent at the Grand Union Hotel, Toronto, on January 28th, when about thirty stove and furnace men of Toronto, some of them accompanied by their wives, gathered together and sat down to an excellent dinner as guests of H. C. Filsinger, of the Canadian Heating and Ventilating Co., Owen Sound, Ont.

Mr. Filsinger proved himself the best of hosts and after a very fine meal, the rest of the evening was devoted to toasts, speeches and selections by Mr. and Mrs. Street and "Father" Lloyd, of the Vacuum Oil Co., New York city. Mr. Street's song about the cow with the bob-tail was appreciated and brought forth rounds of applause. Speeches were delivered by Wm. Aiken, who responded to the toast of "Our Country." He brought forth many good points and everyone came away more patriotic than they were when they sat down.

On behalf of the ladies, Mrs. Wm. Aiken thanked "Mine Hose" for the good time he had provided and gave some interesting information on the subject of matrimony. She thought every man should take unto himself a wife and, judging from the contented look on Mr. Aiken's face, it's a good idea.

The toast to "Sister Industries" was responded to by Mr. Jones, of the Gurney-Oxford Yonge Street store.

"The Empire King" was not forgotten on the toast list. It was responded to by W. R. Wilson, the superintendent of the Canadian Heating and Ventilating Co., and he outlined to those present what was being done to improve the furnace and the plans that were being made to help the retailer.

Mr. Filsinger, "Father" Lloyd, the chairman of the gathering, J. T. Stoliker and Wm. Aiken also spoke a few words and told interesting stories.

Besides those mentioned above, others present at the dinner were: Mrs. Lloyd, Mrs. Hayes, Mrs. Abbott, Sam. Ward, Harry Birch, Frank Ledgett, Jonathan Clark, Fred. Richards and Mr. Boden, of Richards Bros., J. C. McFadden, A. A. Gabriel, S. W. Hayes, C. Jones, E. G. Smith, Mr. Slatter, of Slatter & Sparling, Mr. Thompson, of Bedells Furnishing Co., Ltd., Mr. Egan, of Blind River, Henry Gardiner, Mr. Fenwick, of the Toronto Furnace and Hardware Co., J. A. Rumball, of the Kensington Furniture Co., Goderich, and Harry Edwards, Goderich.



"They occasionly stop talking McClary goods long enough to sign cheques."

Left to Right—Top Row—Messrs. Bishop, Newman, Taylor, Somers, D. G. Clark. Centre Row—Westbury, Foot, Kennelly, Cal. Gartshore, Pope, A. J. Clark, Smith. Bottom Row—Nobbs, Main, Irwin, Walton and Brown.

BRANCH MANAGERS CONVENE.

The Western branch managers of the Gurney Foundry Co. met in the company's head office in Toronto during the last week in January and held their annual conference. Those present were W. L. Helliwell, Winnipeg, R. Heinrichs, Calgary, and C. L. Lightfoot, Vancouver. Plans for the 1913 season were formed and everything looks bright for a big year in the Western country.

It is understood that stove manufacturers are considering another 5% advance on stoves and furnaces, the advance of 5% made three months ago not being considered sufficient to cover the increased cost of labor and material.

A Profitable Proposition



FOR YOU would be to handle and push the sale of the

Enterprise Monarch Steel Range

It is an easy stove to sell because in addition to being perfect in operation and built to last, it is fitted with more up-to-date appliances than any other steel range made in Canada.

We make an extensive line of stoves, both steel and cast, also hot air furnaces, and fire place fittings.

Write us today and we shall be very glad to send you our catalog and have our representative call.

The Enterprise Foundry Co.

Head Office and Factory, SACKVILLE, N.B.

Agencies at:— Vancouver Edmonton Saskatoon Montreal Calgary Moose Jaw Winnipeg

TORONTO CAPTURED BOWSER CUP

The annual convention of the S. F. Bowser Co. was of special interest this year as the Toronto branch made a record capturing the Bowser loving cup given to the sales organization making the best record during the year. In connection with the sales force they have a Pace Makers' Club. For a salesman to become a member of this club, he must secure a certain number of points, these points representing certain sums of money. To qualify for membership, he must, therefore, secure a large volume of business. Such was the record of the Canadian salesmen in 1912, that eleven out of a total of twenty-two, are members of the Pace Makers' Club.

The officers of this club are as follows: President, W. V. Crandall, San Francisco; vice-president, T. H. Rhodes, Toronto; secretary, A. Anderson, Toronto; and treasurer, G. A. Steele, St. Louis. In addition to these officers each branch elects a director, Mr. A. E. Moffat being the director from the Toronto office.

Each year members of the Pace Makers' Club are entertained at the head offices at Fort Wayne at the company's expense. They have a convention and general jollification, each salesman attending being presented with $50 in gold.

In the head office is a bronze tablet on which the names of the three men making the largest number of sales during the year are engraved. As a result of last year's sales, the names of A. D. Wyckoff, Fort Wayne; R. S. Johnson, Fort Wayne, and T. H. Rhodes, general line salesman, Toronto, will have their names appear on this tablet.

The group photograph with the loving cup held by three Canadian salesmen in the centre suggests another competition, this one being among the various branches. The Atlanta office of the S. F. Bowser Co. held the cup for 1911 and the Toronto office for 1912 sales. The office winning the cup with the name of the manager and the year are engraved on the cup.

The competition is carried out on the budget idea. At the beginning of the year, each office is assigned a quota budget. The cup is awarded to the office making the largest percentage of the quota. The quota is based on the sales for past years and for the Canadian office this year was very high.

A LIGHT TRUCK FOR HARDWAREMEN

Henderson & Richardson, Manufacturers' Agents, Montreal, Que., have added to their line the "All-Round" Steel Truck, a convenient light-weight truck which hardwaremen can use to advantage in their own stores and secure a large trade for by canvassing other merchants for orders. A clerk with a sample on a dull day ought to make a month's wages by visiting possible buyers in his neighborhood. Henderson & Richardson carry a large stock of these trucks and also of the Portland Washing Machine, and can ship order promptly.

A NEW COLD BLAST LANTERN

The Ontario Lantern and Lamp Co., Hamilton, have brought out a new cold blast lantern known as the "Trulite." It is guaranteed to burn perfectly under the most severe tests, the quality, material and workmanship of the lantern being the best obtainable. This new line will be one of the features of the company's display at the Convention at Hamilton this month.



Salesmen of the S. F. Bowser Co., Toronto. In the centre are Messrs. Anderson, Rhodes and Moffat, on their left is Mr. S. F. Bowser, President of the Toronto Branch, and on their right is Mr. W. R. Hance, Manager of the Toronto Branch.

PRICES OF WRINGERS REDUCED

The American Wringer Company, New York, has issued a new price list showing a substantial reduction in selling prices of wringers, their aim being to encourage the sale of higher grade wringers.

A POPULAR PRICED ELECTRIC IRON

Caverhill, Learmont & Co., Montreal, are making a special offer to the trade regarding "Princess" Electric Flat-Irons. This should be a big seller during the spring and summer, and the dealer who is in right with a popular priced article will get the cream of the trade.

The Beaver Board Co. are contemplating the erection of a new factory at Thorold, Ont.

The self-made man is unable to see where he could have made any improvement on his work.

Never call a man a liar unless you have a strong right arm with which to back it up if necessary.

Have you considered this valuable Agency Proposition?

We are now closing our Agencies for 1913 for

WHALE - HIDE

is quality absolutely, and is what other Roofings should be. It has positively no **superiors,** and is much cheaper than its equals, though it does cost a little more than its inferiors.

We are the first and only Roofing Company in Canada



to establish a re-sale selling price on Roofing. Our Dealers make $1.00 per square profit on **Whale-Hide.** Some Dealer is going to secure the agency of **Whale-Hide** in your district, and if you want it we would like to hear from you.

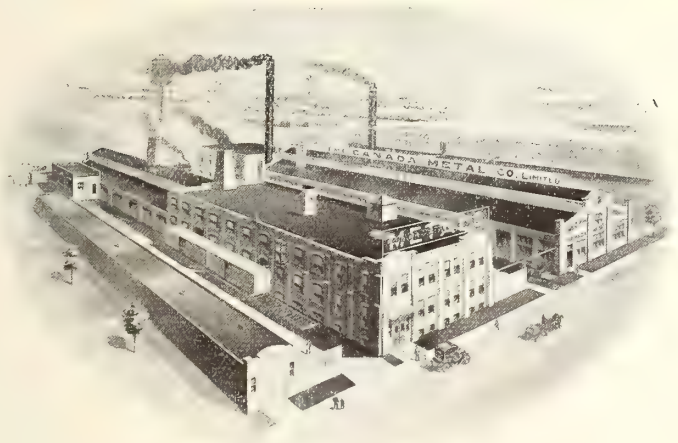
Dominion Roofing Manufacturing Co., Limited

Factory: **New Toronto**

Head Office: **TORONTO**

Branch Warehouses: **Montreal and Winnipeg**

Write for Prices We can Save You Money



We manufacture

BABBITT METALS
BAR SOLDER
WIRE SOLDER
LEAD PIPE
TRAPS AND BENDS
FUSE WIRE
BATTERY ZINCS

AND CARRY IN STOCK ALL INGOT METALS

Our reputation for quality is well deserved and well maintained

THE CANADA METAL CO., LIMITED

HEAD OFFICE **TORONTO**

BRANCH FACTORIES **MONTREAL and WINNIPEG**

DISSTON'S NEW CANADIAN MANAGER

Henry Disston & Sons, Philadelphia, have inaugurated a vigorous policy of developing the Canadian branch of their saw business and building up on a sound basis, the well known reputation for quality which Disston Saws, Tools, Files and Machine Knives have become justly famous in all parts of America.

Samuel Y. Dingee, for 32 years with the Disston Company at their parent factory at Tacony, near Philadelphia, and having a practical knowledge of every process of the making of Disston products was recently appointed general manager of their Canadian business, and since taking



Mr. Samuel Y. Dingee
New Manager of Disston's Toronto Factory.

charge of the branch factory at Toronto, has thoroughly re-organized it, so that in future every saw made at the Canadian plant will be of the same standard of quality as those made at Philadelphia.

As Mr. Dingee said to the representative of "Canadian Hardware": "The making of profits is a secondary consideration, the building up of the Disston reputation being the object we are striving for. We have a fine factory here, and recently refused a big offer to purchase the three acres of land we are holding for a hand saw factory. As we intend to manufacture hand saws here, we will spend thousands of dollars, if necessary, to make certain that every tool we produce is worthy of bearing the Disston trade mark."

RICE LEWIS & SON WIN.

A case of great interest to merchants, particularly to retailers, was recently decided by His Honor Judge Denton, in the County Court of York.

In the autumn of 1911, as pointed out in a previous issue of the Journal, Rice Lewis & Son, Ltd., Toronto, sold to one Hill a box of cartridges unopened and sealed with the manufacturer's seal. In operating his rifle one of the cartridges exploded prematurely, injuring Hill, and the jury found as a fact that the explosion and consequent injury were caused by a small and improper sized cartridge in the barrel of the rifle and that such small cartridge came out of the box sold to Hill.

At the trial a motion to non-suit the plaintiff was reserved, and His Honor has now delivered judgment, granting the motion and dismissing the action.

The reasons briefly for dismissing the action were that Rice Lewis & Son sold an unopened sealed package of a named brand or make, put up and guaranteed by the manufacturer, that Rice Lewis & Son, Ltd., had no greater means of knowing its contents than the plaintiff, and that Rice Lewis & Son, Ltd., were therefore not guilty of any negligence.

This is of special interest to all dealers in "canned goods," and is the first reported case in our courts on the question.

MOXON & SON TO MOVE.

The firm of John Moxon & Son, who for the past fifteen years have been doing a stove and hardware business in the town of Picton, intend moving this spring into larger premises.

They have leased what is known as the Vandusen Block, which is one of the largest and finest stores in Picton.

They will add many lines and increase their present stock.

They will have something new in the line of stoves for their customers next fall, and are putting a novel campaign in action to sell them, which, we understand is already started, and from which you will hear later.

NEW SECRETARY OF GRINDER COMPANY.

The position of secretary in the office of the Luther Grinder Manufacturing Co., Milwaukee, Wis., recently made vacant by the resignation of the former incumbent, has been filled by the appointment of L. L. Newton to that office, and also to the Board of Directors. Mr. Luther has been in charge of the advertising of the Luther Company for the last year or more, but has been connected with the firm for a number of years previous to that.

At the present time he is secretary of the Advertisers' Club of Milwaukee, and, besides filling the office of secretary of his company, will still continue to look after their advertising.

HOTELS IN HAMILTON.

The Waldorf Hotel, with rates of $2.50 per day or $3.50 for room with bath, is the headquarters of the Retail Association, and the Royal, $2.50 to $3.50 is the Exhibitors' Association headquarters. Other hotels at $2 to $2.50 per day include the Cecil, King George, Terminal, American, Commercial, Stroud, Hubert's, Vineyard, Vancouver, Armory and Hanrahan's.

LADIES INVITED TO ATTEND CONVENTION

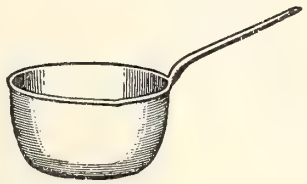
Prizes donated by the manufacturers will be allotted at a drawing to be held in the Exhibition Hall on Wednesday afternoon at 4 p.m. The first two hundred retailers who register before Wednesday noon will be given coupons which must be presented in person at the hour of the drawing.

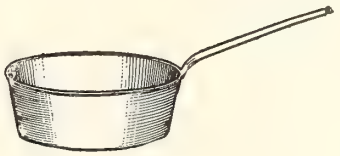
The day meetings of the Convention will be held in the lecture room of the Drill Hall, and the Question Box meetings, Tuesday and Wednesday nights in the Waldorf Hotel Assembly Room.

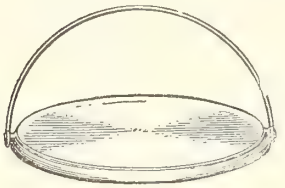
Ladies are invited to attend the Convention. They can travel on Convention certificate single fare tickets the same as the men.

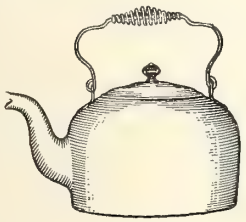
Refreshments will be served to ladies in the gallery of Alexandra Rink during the banquet on Thursday Evening. Retailers desiring to attend the banquet as guests of the exhibitors should procure their tickets on Tuesday if possible.

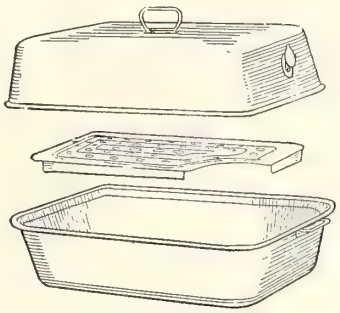
"Wear-Ever" Aluminum Utensils

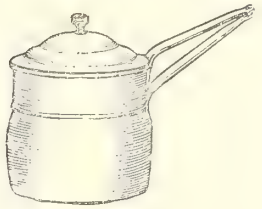

Lipped Saucepan


Stew Pan

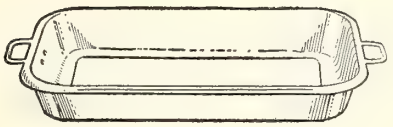

Griddle

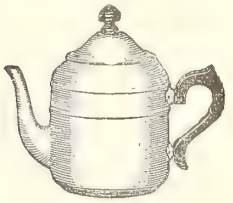

Tea Kettle


Double Roaster


Double Boiler

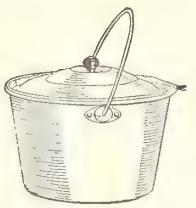

2½ Quarts


Drip Pan




Tea Pot




Windsor Kettle

WEAR-EVER
N.A. ALUMINUM CO. LTD
TRADE MARK

"Wear-Ever"


Berlin Kettle

Does that word describe your kitchen ware? It is literally true of

Aluminum Cooking Utensils

which bear the **"Wear-Ever"** trade mark. No rusting, no chipping, no scaling, no seams or solder, no loss of utensils by burning, no continual buying more "cheap" kitchen ware—the kind that costs the most in the end.

Replace Utensils that wear out
with Utensils that "Wear-ever"

Northern Aluminum Co., Limited

Toronto, Ontario

Canadian Trade News

The E. T. Wright Co., Ltd., Hamilton, Ont., are making extensive additions to their plant. This firm enlarged their capacity to quite an extent last year but business has been such that further additions have been found necessary.

The Western Canadian Brush Mfg. Co. have accepted an offer from Moose Jaw, Sask., for a factory site.

It is rumored that the Supreme Heating Co., Welland, will shortly enlarge their plant.

W. B. Dalton & Sons, wholesale and retail hardware dealers, Kingston, Ont., have been granted provincial charter and will now be known as W. B. Dalton & Sons, Ltd., capital stock $200,000.

D. S. Taylor has retired from the firm of Rolph & Co., hardware dealers, Saskatoon, and A. J. Powe has been admitted as a partner.

Sam. Aikens, manager of the Hamilton Lock and Hardware Co., Hamilton, is dangerously ill in the City Hospital, Hamilton.

Thos. Houghton, formerly of Lewis Bros., has purchased the business of the Steel Hardware Co., Parkhill, Ont.

According to reports, the Plymouth Cordage Co., Welland, Ont., will erect a $350,000 addition to their plant.

The Brand Stove Co., Milwaukee, Wis., will establish a stove manufacturing plant at Regina, Sask., to cost $100,000.

Henry S. Magee has left the staff of W. H. Thorne & Co., Ltd., St. John, N. B.

The annual meeting of the sales force of Benjamin Moore & Co. was held at the company's main offices, Brooklyn, N. Y., and an interesting programme followed out.

D. Kennedy, hardware dealer, Stratford, Ont., has admitted Peter Borman as a partner and the firm will now be known as Borman & Kennedy.

The big oil mill that has been closed down in Owen Sound for about six years will soon resume operations.

The Harriston Stove Co., Harriston, Ont., will enlarge their plant this year.

A plant 275 x 717 feet will be erected in Fort William, Ont., by the Maritime Nail Works.

The Standard Oil Co. will establish a plant at Vermilion, Sask.

Witting Bros., Ltd., Montreal, have been appointed sole agents for a new line of polished Canada plates manufactured by one of the larger independent sheet steel mills in the United States.

John Moxon & Son, Picton, Ont., will shortly move into new and larger premises.

Jos. A. Cooper and David S. Campbell, formerly with J. H. Ashdown Hardware Co. in Saskatoon, have purchased the hardware business of H. L. Massey of that city.

John L. Maxwell, of the firm of David Maxwell & Sons, St. Mary's, Ont., died suddenly at Hamilton on January 20th. The late Mr. Maxwell was in his fifty-third year. He is survived by his widow, one son and two daughters.

H. H. Hilborn, of Patterson & Hilborn, hardware merchants, Drayton, Ont., is just recovering from a four weeks' attack of blood poisoning.

G. E. A. Robinson, who for a number of years conducted a stove and range business and a plumbing and tinsmithing trade at Elora, Ont., has sold his business to H. Weatherdon & Sons, of Collingwood, and has purchased the business of J. W. Peacock, 1026 Queen Street West, Toronto.

Mr. Watts, of Watts & Bates, St. Catharines, Ont., has been elected to the board of education of his city.

The recent fire at the Brantford Cordage Co., Brantford, Ont., has not in any way interfered with operations and they are in a position to supply the trade with all their requirements in that line.

Frank A. Child, hardware dealer, Cochrane, Ont., was elected president of the board of trade of that city.

Geo. A. Clare, M.P., president of Clare Bros., Ltd., Preston, is at the head of a company which will shortly establish a plant to manufacture galvanized iron and steel household ware.

Ernest Higginson, formerly with R. C. Jamieson & Co., Montreal, and D. S. Higginson, of Pictou, N. S., have purchased the retail business of the Northmount Hardware Co., Montreal.

Chas. McMillan, formerly of Toronto, but later in business in Camrose, Alta., has sold out and entered the employ of the Russill Hardware Co., Toronto.

The Fife Hardware Co. has taken over the business of the Hawkin Hardware Co., Fort William, Ont.

Gordon C. Seybold, of Stark, Seybold & Co., has severed his connection with that firm to become general manager of the Cochrane Hardware Co., with branches in North Bay, Copper Cliff, Little Current and Sault Ste. Marie.

NEW SAW COMPANY FOR TORONTO.

W. E. Radcliff, who resigned on November 1 from the managership of the Canadian business of Henry Disston & Sons, has formed a company to manufacture saws. Notice of incorporation has just been received and the concern will be known as the Radcliff Saw Manufacturing Co., with factory and head office at 550 Dundas Street, Toronto. Working with Mr. Radcliff will be J. Kennedy Hill, who will act as sales manager, and R. E. Martin, who will have charge of the production department. Both these gentlemen have had wide experience in the saw business.

The new company will manufacture circular, band, gang and inserted tooth saws and will carry a line of mill machinery, belting, emery wheels, files, etc. "Beaver Brand" has been adopted as a trade-mark and all their goods will be stamped with the Canadian emblem.

BLANKET COMPANY INCREASES OUTPUT.

Though the Burlington Windsor Blanket Co., Windsor, Ont., increased their output nearly threefold last spring, they will again be forced to affect another increase.

G. C. Rasch, president of the company, as well as of the parent company in Burlington, Wis., was in Windsor recently applying for patents on a new horse blanket. Horse blankets are one of the main lines in the American factory. As yet they are not being manufactured at the Canadian plant but there is a large trade to be done in this line in Canada and Mr. Rasch states that they will soon be in the field with this class of goods.

Few men love the tax collector, yet everybody does business with him.



Of Successful Paint Business
is the

"Minerva Paint Line"

The Famous British Brand

which has stood the test since 1834. Quality products backed by energetic, forceful help in direct support of the agent's business, make the

Minerva Paint Proposition

a money-maker for aggressive dealers.

It will pay you to investigate before making arrangements for the coming season.

See us at the Hardware Convention
February 17th to 21st

Note: All Minerva Paint Products are marketed in cans containing full Imperial measure.

PINCHIN-JOHNSON AND COMPANY
(CANADA) LIMITED

377-387 Carlaw Avenue - Toronto, Ontario

Established in England 1834

These Few Lines Mean Profit and Reputation To You

Your profit depends on your volume of business—your volume of business on the quality of the goods you sell. It's a wise business saying which runs: "Sell goods you KNOW you can guarantee." It's a sure road to success —the way of "International Products."

ELASTICA
TRADE MARK

LACQUERET

TRADE MARK
FLATTINE

KLEARTONE

Satinette

"ELASTICA" Floor Finish is the one perfect finish. It means satisfaction, a beautiful lasting finish on floors. "Elastica" is so tough, nothing mars it. Heels, scraping chairs, castors, leave no marks. And it is waterproof, never turns white or cracks. Be sure of the trade Mark no other is genuine.

"LACQUERET" is the Household Lacquer. It possesses exquisite color richness, wears surprisingly, and is easily applied. "Lacqueret" is the right thing for renewing dull and lustreless furniture, the marred chair, the scratched table, etc. It has a place in every household. How about the homes in your neighborhood.

"FLATTINE" Finish produces an even, full dead or flat appearance **without the labor and expense of rubbing.** It gives a beautiful dull tone over varnish or new work, and is very tough and durable does not mar or scratch white.

"KLEARTONE" Stains (Acid or Oil) are acme of perfection in wood stains. They produce effects it has hitherto been unable to accomplish. "Kleartone" Stains are easily applied, and for depth, clearness and tone are unparalleled.

"SATINETTE" White Enamel never turns yellow. The beautiful interior finish of many of the first hotels, public buildings, hospitals and private homes testify to the superiority of "Satinette." "Satinette" is made for both interior and exterior work.

See Us at the Hardware Convention

February 17th to 21st

All International Varnish Products are sold in cans containing full Imperial measure

INTERNATIONAL VARNISH CO. Limited

TORONTO · WINNIPEG

Canadian Factory of Standard Varnish Works

NEW YORK CHICAGO LONDON BERLIN BRUSSELS MELBOURNE

Largest in the world and first to establish definite standards of quality

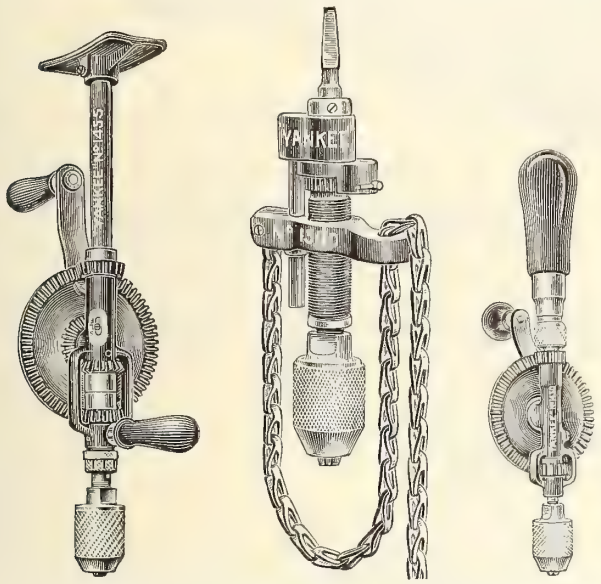




New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

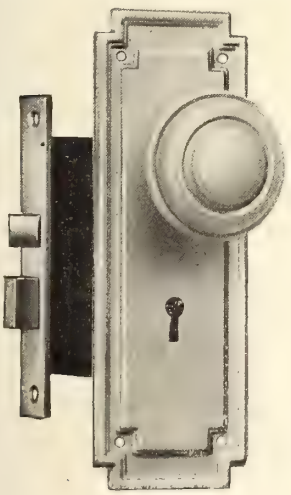
North Bros. Manufacturing Co., Philadelphia, Pa., have added several new lines of drills to their line, three of which are here illustrated. The distinguishing feature of the "Yankee" chain drill is its convenience and rapidity of operation and automatic



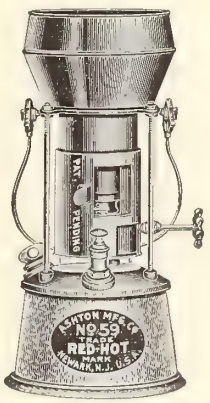
Three new drills by North Bros. Mfg. Co.. No. 1 is a plain breast drill, No. 2 is a new chain drill, and No. 3 a "Yankee" plain hand drill.

friction and ratchet feed. The "Yankee" plain breast drill is built along the lines of the ratchet styles, but without the ratchet movement. The plain hand drill is an excellent tool, well finished, and has already proved itself a good seller. Literature further describing these tools may be had on request.

The Taylor & Boggis Foundry Co., Cleveland, O., have just placed on the market another neat and attractive design as shown in the accompanying illustration. It is known as their "Knox" design and is made in both wrought steel and wrought bronze metal and furnished in all the popular finishes. Upon request the makers will be pleased to mail folder illustrating and describing this design.



New lock design by Taylor & Boggis Foundry Co.



Ashton Mfg. Co's. new fire pot.

The Ashton Manufacturing Co., Newark, N. J., have added a new fire pot to their line. This pot is known as their No. 59 Red Hot Kerosene fire pot and is built to use kerosene. The construction of the pot ensures its strength and it is equipped with patented automatic brass pump, giving constant air pressure. With each pot goes a guarantee that it will work outside in any weather as the flame is protected by a metal slide or shield.

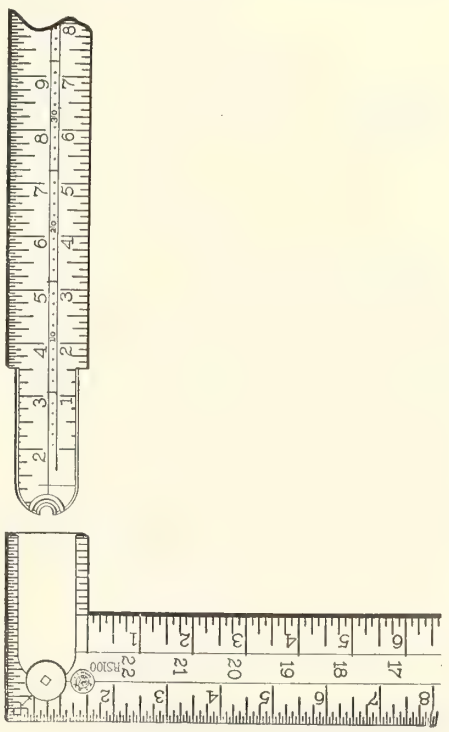
The Boeckh Bros. Co., Ltd., Toronto, are placing on the market a new "Steel Grip" shaving brush, which, they claim, is the most perfect shaving brush yet designed. It is made in three qualities—bristles, badger



New "Steel Grip" shaving brush.

and extra pure badger—and each brush is attractively put up in an individual box. Every brush is guaranteed superlatively perfect and lasting in quality. The bristles can't come out.

The Peck, Stow & Wilcox Co., New York, are manufacturing the new take-down square here illustrated. The makers claim they have obviated the chief difficulty with take-down squares, namely, that they are liable to be weak at the heel, that they work loose and



New take-down square of Peck, Stowe & Wilcox Co.

do not remain true, or that they are clumsy and difficult to lock and unlock. In the P. S. & W. square, the tongue and body are joined by means of a tongue and groove. The joining is a considerable distance from the heel, leaving a long shoulder which tends to give great strength at this point where it is needed. Furthermore, the tongue and groove are very carefully machined and milled to make a perfect fit. Thus while

Every Time You Sell

Glidden

Green Label Varnishes Endurance Wood Stains or Colorspar

1st YOU sell ***Glidden Quality***—that means that in each instance you sell the *highest grade* product of its kind *possible* to produce.

2nd **You sell goods that are *Advertised***—that means *action* and *reaction* and business and *more* business.

3rd **You sell goods that net you a *generous profit*** in dollars and cents. The Glidden discount discounts other discounts, and *profits* are what you are looking for—*profits* are what you are interested in. ***Listen to the Glidden Salesman when he calls—he will explain this further.***

Glidden Waterproof Flat Wall Finishes and Cement Coatings

THESE goods carry the generous Glidden discount and they open up *new* avenues of trade—*big* jobs that mean money for the painter *and the dealer.* Are you getting *your share* of this business, or are you overlooking some opportunities to make 1913 a *bigger* and better year than any year thus far?

JAP-A-LAC

First in Quality, First in Sales
First in Profit to the Dealer

OUR campaign for co-operative work with the dealer for 1913 is bigger and broader than ever before. It means working *with* you and *for* you—not at you.

The new Jap-a-Lac Floor and Porch Enamel is a very strong seller.

Write for our 1913 proposition on Green Label Varnishes and JAP-A-LAC, and what we will do for you locally.



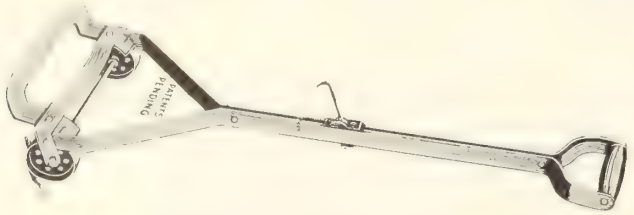
The Glidden Varnish Company

Toronto, Canada

FACTORIES—TORONTO, CANADA CLEVELAND, OHIO
BRANCHES—NEW YORK CHICAGO LONDON

they slide in and out very easily, the square is extremely true and rigid when locked. The locking device is the simplest of all known, namely, the cam, which is small and is located almost exactly in the centre of the heel, so that it involves no weakness. It has a square slot in the centre, into which any convenient implement or a nail may be inserted for the purpose of locking and unlocking the square. Inasmuch as the square is put together and locked before it is graduated, the markings are very accurate.

Henderson & Richardson, Board of Trade Building, Montreal, are turning out a new steel general purpose store truck. They have named this the "All-'Round."



Henderson & Richardson's new truck.

This truck weighs only 17 pounds, but is strong and convenient. For offices, dairies, breweries, stores, warehouses and the private home its uses are many.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The Banwell-Hoxie Wire Fence Co., Ltd., Hamilton, Ont., request all hardware dealers interested in wire fencing to send for their catalogue and prices. Every rod of fencing that leaves their plant, whether it be poultry fence, stock fence, ornamental fence, gates, or whatever it may be, is built absolutely on honor. They stand back of every rod with a broad and liberal guarantee.

Boeckh Bros. & Co., Ltd., Toronto, have issued to the trade a new catalogue of brushes and brooms. This catalogue is not only attractive but brim full of information such as the hardwareman continually needs in selling brushes that he does not carry in stock, and also in ordering by mail. In addition to the usual description the dimensions such as width at ferrule and length of bristles out of block are given for each and every painter's brush. If you have not received a copy of this book you can obtain one by simply dropping a line to the above firm.

Canadian Yale & Towne, Ltd., St. Catharines. Ont., are sending to the trade a new catalogue describing their lines of cabinet locks, trunk and suitcase locks, etc., a complete assortment of which is carried in their warerooms. The book is handsomely bound in cloth, is well illustrated and contains some useful technical information on master-keyed locks. Canadian retailers should write for copy.

The Baxter Stove Company, Mansfield, Ohio, have issued catalogue No. 41, containing illustrations, descriptions and prices of their line of gas ranges. This firm also manufactures a complete line of malleable, steel and cast ranges, hard coal base burners and all kinds of heaters for coal and wood. These are listed in a separate catalogue, which will be sent on request.

The Toledo Cooker Co., Toledo, Ohio, has gotten out a novel display card for displaying its "Ideal" aluminum coffee percolator. The display card is a "life size" coffee pot and percolator, and is designed to correctly convey the idea for which the percolator is intended—to convert an ordinary coffee pot into a high-grade percolating coffee maker. When the housewife sees this display sign she at once grasps the idea. The display sign also conveys the correct impression of the principle upon which the percolator works. These cards are lithographed upon strong, substantial cardboard with patented easel. The lithograph is in three colors and makes a very handsome display. An



actual percolator is set in position in the cut-out. A letter addressed to the Toledo Cooker Co., Toledo, Ohio, will bring descriptive literature of their percolator.

HARDWARE MEN IN NEW LINE.

Manufacturers and store-keepers all over the country whose places are partly lighted with skylights, have adopted the idea of covering these with wire to prevent them being smashed by falling bricks, etc. Several hardware dealers have already awakened to the fact that there is money for them in this and are now manufacturing screens in their tinshops. One-eighth inch wire is used and this is woven into a box-like form large enough to cover the skylight it is meant for.

Besides protecting the light from falling bricks, a device of this kind is also useful in case of fire. If large pieces of burning timber are swept from a neighboring building, it is impossible for them to break through the wire protection and into the store.

CANADIAN FIRM ENLARGES PREMISES.

The Lufkin Rule Company of Canada, Limited, Windsor, Ont., made a large addition to their plant five years ago. It was thought that this would enable them to meet the demand for their goods for ten years, but already it has been found that further additions are necessary and plans are now under way to build a new power building and install an entire new power plant.

The quality of the goods passed over your counters advertises your entire business

Take advantage of this fact by selling Sherwin-Williams Paints, Varnishes, etc. Sherwin-Williams products give greatest satisfaction and value to the consumer. What better advertising can your store have, than pleased customers.

The Sherwin-Williams line is complete—a finish adapted for every painting need—one reason why Sherwin-Williams Paints and Varnishes are so well known.

Just to let you know how complete our line is, we will send you our 1913 Price List. *Mail us your address on to-night's mail.*

A Cordial Invitation

is extended to you, to make our booth your headquarters while attending the Convention of The Ontario Retail Hardware & Stove Dealers Association at Hamilton, Feb. 17th to 21st.

SHERWIN-WILLIAMS PAINTS & VARNISHES

A FINISH FOR EVERY PURPOSE

The Sherwin-Williams Co. of Canada, Ltd. : Montreal, Toronto, Winnipeg, Vancouver.



Market Situation

Paints and Oils. Trade in this line has been unusually good for this time of year, and forward bookings have been away ahead of any previous season. All prices are firm at present quotations and there is a possibility of higher figures in most of the staples before long.

The crushers have advanced their linseed oil prices here and are not very anxious to book orders for any great distance into the future. While crops of seed have been good, prices on oil have been lower than they should have been—lower than the English market. Usually, manufacturers here keep their prices just low enough to keep the English oil off the market, but of late the Canadian price has been several cents below the English figures. All seem inclined to advance their prices a little now. Present quotations are 55 cents a gallon for raw and 58 cents for boiled.

Turpentine is quoted at 62 cents, which is a very reasonable price for this time of year, and indications are that it will be higher before long. The market in the south has been fluctuating up and down for some time past, but for the last couple of weeks there have been no declines but slight advances have taken place indicating a strong feeling. Jobbers here could not buy in the south to-day to sell at the figures quoted at present.

White lead, contrary to expectations, remains steady and firm. There was a general expectation of a decline on account of the drop in linseed oil, but other conditions have entered into the situation and dry lead is higher, so that no drop took place, and none is looked for in the very near future.

Glass remains in the same situation. The demand has slackened off considerably, but this is usual at this time of year. This has helped to steady the price down, for if the demand had kept up like it was in November and December, there would have been high figures. As it is, several slight advances have taken place, and the general tone of the market indicates that there will be still more. Conditions in Belgium seem more settled, but the factories are so full of orders that they are declining to accept any that do not suit them.

Putty is quiet and prices are firm.

* * * *

The Metal Markets. Trade is exceptionally brisk in all lines, although the Balkan situation is having some little effect on the primary markets. As soon as this trouble in the near east clears up, it will give a great impetus to all lines of commercial activity. 1913 gives indication of being the biggest year in the history of the business. Activity is being experienced in all lines, and if the present state of affairs keeps up, there is bound to be a shortage on a number of lines.

In bars, hoops, sheets and plates the mills have taken orders for a great deal more business than they can execute. This refers particularly to bars, some mills being eight months behind. What the result of this will be can be easily seen. It begins to look as if there will be considerable shortage in some lines of steel during the whole of 1913.

From present indications it looks as if another corner is being manipulated in spot tin. All the markets have tightened up and prices are firm.

Copper had a decline of a cent a pound during the past couple of weeks, but recovered half a cent. There is a good business being done at the lower prices. It is hard to say what caused the decline, although supply and demand is given as the reason by the manufacturers. Both the London and American markets have shown a decline.

Lead is firm and a good business is being done. Indications are for a strong, firm market.

Pig iron is firm and in good demand. Heavy bookings are now being made for the latter half of this year.

Spelter is quiet.

Aluminum is rather scarce and prices are very firm.

* * * *

The Hardware Markets. Trade in most lines of hardware continues excellent for this time of year, although repeat orders on skates, hockey sticks, sleigh bells, blankets, etc., have not amounted to anything. A number of jobbers anticipated that this would be an open winter and did not lay in large stocks of these. As a result, they are pretty well cleaned up, but the retailer has large stocks on his hands, and this means that the jobber will suffer on business on these lines next season. "We can judge pretty well what the seasons will be," said one large jobber. "For instance, last winter was a very severe one and we rather anticipated an open one this year. Last summer was a wet one, and we think 1913 will be fairly dry, which means that hose, lawn mowers, etc., will have a big sale."

Builders' hardware, on account of the open winter, is in heavy demand. New lists are not yet out, but prices on all lines remain firm, with a tendency to higher figures.

Plated butts took a slight advance recently. Iron washers also went up slightly.

Indications are for still higher quotations in rope. The hemp crop all over the world has been light and this, together with a good demand, is keeping prices up.

Wire nails and fencing remain the same, although the former should be advanced, according to one jobber. Manufacturers say that if they were to follow the wire market in pricing their nails, they would go up. Prices on raw materials are advancing, but certain conditions are against increasing figures on the finished material. If these "certain conditions" change, it will make it possible to call an advance.

Dealers who are wide awake are ordering shipment of their spring goods. It looks now as if there will be a shortage on a number of lines and dealers who wish to make sure of getting delivery when they want the goods should see that jobbers are advised right away to send on the goods.

Coil chain has advanced considerably.

There is a good demand for heavy hardware and pipe and pipe fittings are going out freely. Manufacturers who did not see the "writing on the wall" last fall are inquiring for bar iron in large quantities. No immediate change in prices is looked for.

This is the "in between" season for household goods and not much activity is being shown.

Not one man in a hundred has sense enough to take care of money after he inherits it.

There is no 'Equal'

"QUEEN'S HEAD"

CANADA

Galvanized Iron

Standard the World over

DO YOU STOCK "QUEEN'S HEAD" FOR YOUR CUSTOMER'S

JOHN LYSAGHT, Limited
Makers
Bristol, Newport

A. C. LESLIE & Co., Limited
MONTREAL
Managers Canadian Branch

94 Years of Supremacy

The first high-grade snips to be made on this side of the Atlantic.

The best and most widely used snips today.

Guaranteed by

P.S.&W. TRADE MARK TOOLS GUARANTEED

"The MARK of the MAKER"

This trade-mark is stamped on every P. S. & W. Guaranteed Hand-Tool. It is a warrant of manufacturing ability, experience and progress dating from 1819. It also identifies the largest line of mechanics' hand-tools offered by any maker.



The following jobbers handle P.S. & W. Tools and will no doubt order any tool you wish, if they haven't it already in stock. If you find it hard to secure P. S. & W. Tools, write us.

Calgary—J. H. Ashdown Hdwe. Co., Ltd.; Wood, Vallance & Adams, Ltd. **Hamilton**—Wood-Vallance, Ltd. **London**—G. H. Howden & Co., Ltd.; Hobbs Hdwe. Co., Ltd. **Montreal**—Caverhill & Learmont, Frothingham & Workman, Ltd.; L. H. Herberte & Cie Lte.; Lewis Bros., Ltd. **Saskatoon**—J. H. Ashdown Hdwe. Co., Ltd. **Toronto**—H. S. Howland Sons & Co.; Kennedy Hdwe. Co., Ltd.; Rice, Lewis & Son, Ltd. **Winnipeg**—J. H. Ashdown Hdwe. Co.; Merrick-Anderson Co.; Miller-Morse Hdwe. Co., Ltd.; Wood, Vallance Co. Ltd.

Send for Hand-Tool catalog 12-B, listing and describing the complete line.

The Peck, Stow & Wilcox Co.

MFRS. of Mechanics' Hand-Tools, Tinsmiths' Machines, Builders' and General Hardware.
Established 1819
Address 28 Murray Street, New York, N. Y., U. S. A

Jamieson's Floor Enamel

Is far superior to any floor paint and once a customer of yours uses it you would have hard work selling him a substitute.

It dries quickly, takes a high gloss, wears like iron and will stand repeated washing.

A stock of this won't stay on your shelves because it is the best finish for floors, porches, verandahs, etc., obtainable.

Comes in seven shades and is a good profit line



R. C. Jamieson & Co., Limited, Montreal

Established 1858

Owning and Operating P. D. Dods & Co., Limited

PREVAILING MARKET PRICES.

Toronto, February 3rd, 1913

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 25
Antimony, per lb..... 0 11
Brass rods, ½ to 1 inch... 0 23
Sheet, up to 20 gauge.. 0 27
Tubing, 1 inch, base.... 0 26

Copper ingots, casting.....0 18¼
Sheets, plain, 14 oz. base 0 29
Sheets, tinned, 14 oz. base 0 30
Sheets, plenished, 14 oz. base 0 37
Sheets, braziers 0 29
Bars, round ½ to 2 in... 0 27

Black Sheets, 28 gauge base,
Toronto 3 00
Montreal 2 80

Canada Plates—
Ordinary, 52 sheets, Toronto 3 10
All bright, 52 sheets..... 4 15

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—
22 gauge, per squire 6 75
24 gauge, per square 5 50
26 gauge, per square ....
28 gauge, per square 4 00

Galvanized Sheets.	Fleur de Lis	Queen's Head
16 20 gauge	3 45	3 70
22 24 gauge	3 40	3 75
26 gauge	3 80	4 15
28 gauge	4 15	4 35

Case lots 25 cents less.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)..	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black, base, 1 inch..... 4 54
Galvanized, base, 1 inch 6 19

Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers 60 and 10; flanged, unions, 70; malleable bushings, 65; nipples, 55 and 10; malleable lipped unions, 65.

Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

	Toronto
Bar Iron, per 100 lb...	2 00
Forged iron	2 20
Refined horseshoe iron..	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65

Pig Iron, car lots, f.o.b. Toronto
Canadian foundry, No. 1 21 00
Middlesboro, No. 3 ..... 21 25
Radnor (charcoal) 32 50

Lead, Canadian pig..... 5 00
Imported pig, 100 lb. 5 50
Bar pig..... 7 00
Sheets, base, 2½ lb.sq. ft 8 00
Pipe and waste 9 00
Traps and bends ..... 30 p.c.

Solder, half and half, lb., 30

Spelter, foreign, per 100 lb. 7 25

Sheet Zinc 8 25

Tin, ingots, 100 lb..... 53 00

Tin Plates, charcoal—
M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

"Dominion Crown Best"—Retinned.

I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.
I C, 14x20 base 4 35

Terne Plates.
I C, 20x28, 112 sheets.. 7 50
I X, Terne Tin 9 00

Charcoal Tin Boiler Plates.
I X X, 14x60, 50 sheet bxs 7 00

Tinned Iron.
72x30 up to 24 gauge, case lots 7 75
72x30 up to 26 gauge, case lots..... 8 50

Scrap Metal, Dealers' Buying Prices—

Heavy Copper and Wire lb.	13
Light copper bottoms ...	11
Heavy red brass	11
Heavy yellow brass	
Light brass	06½
Tea lead	02½
Heavy lead	3½
Scrap zinc	4½
No. 1 wrought iron	8 00
Machinery cast scrap, No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—
Gallon tins 1 00 1 10

Chemicals, in casks, per lb.—
Arsenate of lead..... 0 10¼
Sulphate of copper (blue Stone)..... 0 06
Litharge, ground 0 09
Litharge, flaked..... 0 10
Green copperas (green vitriol) 0 01
Sugar of Lead 0 09

Colors in Oil—
Venetian red, 1-lb. tins, pure 0 12
Chrome, yellow, pure ... 0 20
Golden ochre, pure 0 13
French ochre, pure 0 12
Chrome green, pure 0 10
French permanent green, pure 0 15
Marine black, 25 lb. irons 0 09
Signwriters' black, pure.. 0 17

Glue, in sheets..... 0 10 0 15
1 lb. packages (Brantford) 0 25

Petroleum—
Can. Prime white, gal. 0 12
U.S. Water white 0 13½
U.S. Pratt's astral 0 15½
Castor oil, per lb., in bbls. 0 08 0 09
Motor Gasoline, single bbls. 0 17½
Benzine, per gal, single bbls. 0 15½

Putty— 1st.
Bulk 100-lb. drums 3 50
Bladders in barrels ..3 75

Ready Mixed Paints—
Per gallon, qt. tins. 1 65 2 00

Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt. ...
Genuine, 100 lb. kegs, per cwt. .....

Shingle Stains—
In 5-gallon buckets..... 0 95

Turpentine and Linseed Oil—
Pure Turpentine, single barrels..... 0 62
Linseed Oil, single barrel, raw 0 55
Linseed Oil, single barrel, boiled 0 58

Rosin, "G" grade, bbl. lots, 100 lbs. 3 60

Varnishes, per gal. cans—
Carriage, No. 1 ..... 1 50
Pale durable body 3 50
Finest elastic gearing .. 3 00
Elastic Oak 1 50
Furniture, polishing 2 00
Furniture, extra 1 20
Furniture, extra No. 1 .. 0 95
Light oil finish 1 35
Gold size japan 2 00
Turps brown japan 1 60
Baking black japan 1 35
Crystal Damar 2 50
Pure asphaltum 1 40
Oilcloth 1 50
Lightning dryer 0 85
Stovepipe varnish, ½ pints,, per gross 8 00
Pure white shellac varnish, in barrels 1 75
Pure orange shellac varnish, in barrels 1 70

White Lead ground in oil—
Canadian pure, less than tons. 8 40
Canadian pure, ton lots..... 8 25

White Zinc—
Extra Red Seal, V.M. (dry) 0 07½
Pure, in 25-lb. irons (in oil)..... 0 10

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 85	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50

Toronto, 15 p.c.

Miscellaneous—
Beeswax, per lb. 0 45
Orange mineral, 100 lb. kegs 0 09½
Pine tar, ½ lb. tins, doz. 0 60
Plaster of Paris, bbl. .. 3 00
Paris white, bbls. 0 90
Whiting, gilders, bolted.. 1 00
Whiting, plain 0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05¾

Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.

Forges—
Blacksmith's portable, 135 lbs., ... 9 85

Horse Nails—
$2.80 per box base No. 9 and larger; Samson No. 10 base 2 25

Horseshoes—Iron, light & medium, No. 1 and smaller, $3.75; No. 2 and larger, $3.50; snow pattern, No.. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.

Wire Nails, base..... 2 40
Cut nails—Montreal, $2.40; Toronto, $2.60.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.

Annealed Wire, base $2.50

Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50. in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.

Clothes Line Wire—No. 19, $2.10 per 100 ft.

Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.
Fine Steel Wire—25 per cent.
Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.
Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c.
Smooth Steel Wire—base, $2.35.
Wire Fencing, car lots—Toronto
Galvanized, barb 2 25
Galvanized, plain twist .. 2 60
Fence Staples—Bright, $2.60; galvanized, $2.85.
Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅝, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅝, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.
Wrought Staples—
Galvanized 2 85
Plain 2 60
Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00
Axes — Single bit, per doz. 6 00 9 00
Samson 9 0
Double bit, per doz. 10 00 12 00
Bench axes 6 75 10 00
Broad axes 22 75 25 00
Hunters' axes . 5 00 6 00
'Boys' axes 5 75 6 50
Lathing hatchets 4 70 10 00
Shingle hatchets. 1 45 6 75
Claw hatchets .. 1 70 5 00
Barrel hatchets . 5 50 6 85
Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder. "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs.; net extras as follows: chilled 40c.; buck and seal 80c.; No. 28 ball $1.20 per 100 lbs; bags less than 25 lbs. ½c. per lb. f.o.b. Montreal, Halifax and St. John. f.o.b. Toronto, Hamilton and London, add 25c. per 100 lbs.
Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.
Tobin High Speed, 50 and 5; Tobin Never-Choke, 60 and 5.
Barn Door Hangers—
Double strapphangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25
Bolts and Nuts—
Carriage Bolts, common new $1 list.
Carriage Bolts, ⅜ and smaller, 60 and 15 p.c.
Carriage Bolts, 7-16 and up, 55 p.c.
Carriage Bolts, Norway Iron ($3 list), 60 p.c.
Machine Bolts, ⅜ and less 65 and 5 p.c.
Machine Bolts, 7-16 and up, 57½ p.c.
Plough Bolts, 55 and 5 p.c.
Blank Bolts, 57½ p.c.
Bolt Ends, 57½ p.c.
Sleigh Shoe Bolts, ⅜ and 55 and 10 p.c.
Sleigh Shoe Bolts, 7-16 and larger, 50 and 5 p.c.
Coach Screws, new list, 70-10 p.c.
Nuts, square, all sizes, 4¼c. per lb. off.
Nuts, hexagon, all sizes, 4¼ per lb. off.
Stove rods, per lb., 5 ½c to 6c
Stove Bolts, 80.

Value Granted—
What Else?

TRUTHS as to paint value have been laid bare for you. Simple facts and figures have been *eloquent* in proof of Brandram-Henderson "English" Paint's better value to your customer. Now, what else? Just this: A way has been found to bring the purchase price across your counter *quickly*.

And, when you come to think of it, that is a most essential thing to do. It is hard to put a White Lead with more than a Century's success behind it, into paint. Especially is it hard to put as much as 70 per cent.—unless, as in our *solitary* case, the paint maker corrodes and grinds his own White Lead. But to assure you *quick* sale is a job that ranks with the hardest.

Now that we have done all these things and more, a unique chance for paint profit is open to a few more dealers. You should assure yourself of being one of them *now*. Such a sum of paint-selling advantages isn't offered often.

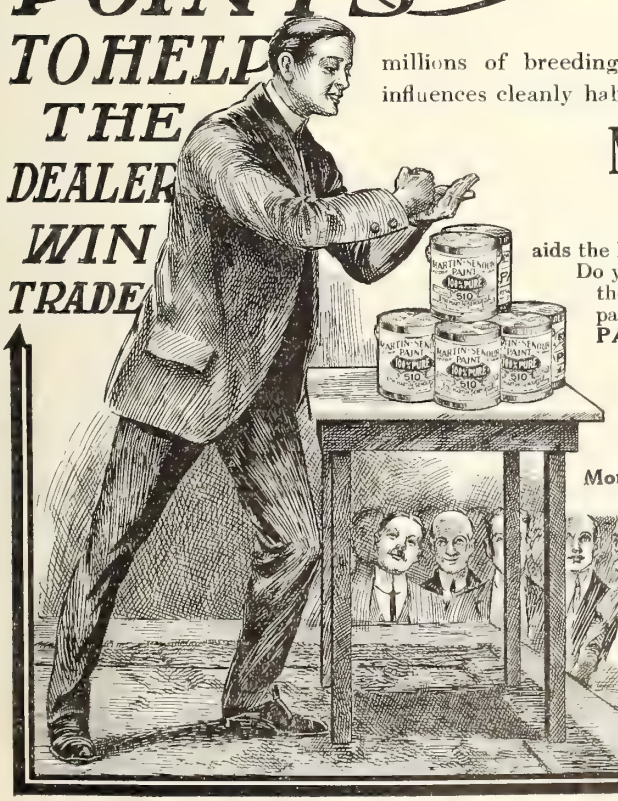
Write us for particulars. Think the whole thing over carefully; a conclusion will force itself upon you through sheer weight of *facts*. You will want an exclusive Agency.

Better Value—Better Business. That is our offer. Don't let the chance slip. Mail a card at once to nearest office.

BRANDRAM-HENDERSON LIMITED

Montreal Halifax St. John Toronto Winnipeg

SELLING POINTS TO HELP THE DEALER WIN TRADE



THE SANITARY VALUE OF PAINT

Paint plays an important part in the health of the Nation. Paint seals the pores of the wood-work, closing up millions of breeding places for germs. Paint promotes health because paint influences cleanly habits.

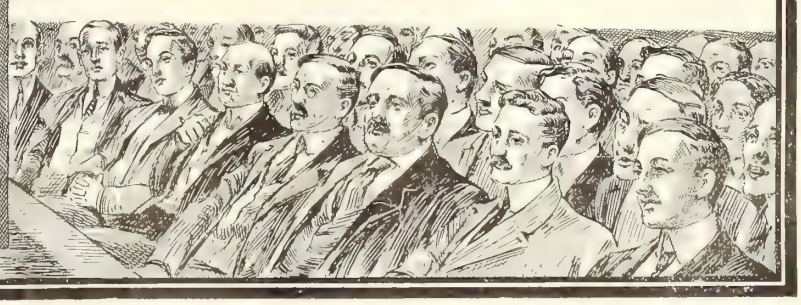
MARTIN-SENOUR PAINT
100% PURE

aids the housewife in her efforts to keep the house sweet and clean. Do your part Mr. Dealer—seek to sell the paint that lightens the labors of the housewife—talk paint as a sanitary safeguard and you will deserve patronage. Better write and secure the agency for **MARTIN-SENOUR PAINT** and **VARNISH.**

The Martin-Senour Co. Limited

Pioneers of Pure Paint

Montreal Chicago Winnipeg Lincoln



Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells. No. 1, $1.65.

Building Paper, Etc.—
Tarred slater's paper, per roll 0 70
O.K. paper, No. 1, per roll 0 95
Plain Fibre, No. 1, per 400 ft. roll 0 50
Tarred Fibre, No. 1, per 400 ft. roll 0 62
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll.. 0 40
Resin sized Fibre, per roll 0 42
Asbestos building paper, per 100 lbs. 4 00
Heavy straw, plain & tarred, per ton 37 00
Carpet Felt, per 100 lbs.. 2 60
Tarred wool roofing felt, per 100 lb. 2 00
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 75
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll. 1 15
3 ply complete, per roll. 1 85
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 65, 10 and 5 p.c.

Cement—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe—
2 inch, in 10 ft. lengths.. 3 30
3 " " .. 4 00
4 " " .. 5 28
5 " " .. 7 26
6 " " .. 8 80

Door Knobs—Canadian, 45 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 50 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—
8 in. in 100 ft. lengths.. 2 90
10 " " .. 3 15
12 " " .. 3 68
15 " " .. 5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American, Kearney & Foot, Globe, all 75; Black Diamond and Nicholson 66⅔; Jewett's (English list) 27½ Delta 66⅔.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 p.c.—
Samson, best quality, 47½ per cent.
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 45 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring) — Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz., $7.00.
Lift Tabular and Hingle Plain, per doz., $5.25.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70
Locks and Keys—Canadian 50 and 10 per cent.

Mallets— Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16⅔ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—
Sisal rope 0 12
Pure Manilla rope 0 17
"British" Manilla ... 0 13
Cotton, 3-16 inch and larger 0 24
Russia Deep sea 0 16
Jute 0 09½
Lath Yarn, single 0 11½
Lath Yarn, double ... 0 11½
Sisal bed cord, 48 feet, per doz. 0 65
Sisal bed cord, 60 feet, per doz. 0 80
Sisal bed cord, 72 feet, per doz. 0 95

Cotton clothes line, 18 off.
Bag, Russian twine, per lb. 0 27
Wrapping, cotton, 3-ply twine 0 26
Wrapping, cotton 4-ply twine 0 30
Mattress twine, per lb. 0 45
Staging twine, per lb. 0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 90
Mrs. Potts, No. 50, nickle-plated, per set..... 1 00
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—
Sectional, ½ lb. each, per 100 lbs. 2 5
Solid, 3 to 30 lbs 1 70

Sash Cord—No. 8, per lb. 0 31½

Screws—Wood, F.H., bright and steel .....85 10 and 7½
Wood, R.H., bright 80 10 and 7½
Wood, F.H., brass ..75 10 and 7½
Wood, R.H., brass ..70 10 and 7½
Wood, F.H., bronze 70 10 and 7½
Wood, R.H., bronze 65 10 and 7½
Drive screws .....85 10 and 7½
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 85 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 p.c.
No. 3 and 4 grade, 45 per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples—
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes —
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 35
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¾ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent
Plain and retinned, 75 and 12½.

Traps (steel game) — Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows—
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.55 per 100 sq. ft.; in 50-ft. rolls, $1.60 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 and 10 per cent

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16x24, $1; 18x30, $1.15; 18x36, $1.95.
Flat rim enameled sinks 16x24 $2.65; 18x30, $3.10; 18x36, $. 5

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent
Premier steel ware, 60 and10p.c.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pat tern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pieced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 p.c.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ p.c.

Silverware—Holloware, 40, flat ware, 40 and 10.

Churns—No. 0, $9; No. 1, $9; No. 2, $10; No. 3, $11; No. 4, $13; No. 5, $16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

Washing Machines—
New Ontario 41 25
Round, re-acting, per doz. 73 75
Square, re-act. per doz. 77 50
Dowswell 52 50
New Century, Style A..101 25
Ideal Power 180 00
Daisy 73 25
Stephenson 74 00
Puritan Motor 165 00
Connor, improved 52 50
Ottawa 55 00
Connor Ball Bearing....112 50
Connor Gearless Motor Washer 180 00

Wringers—
Royal Canadian, 11 in., doz. 47 75
Eze, 10 in., per doz. .. 46 75
Bicycle, 11 inch 60 50
Trojan, 12 inch 100 00
Challenge, 3 year, 11 inch 53 25
Ottawa, 3 year, 11 inch. 58 25
Favorite, 5 year, 11 inch. 61 75
20 per cent.

This Pratt & Lambert Dealer Commands Every Conceivable Varnish Selling Outlet — Do You?



New Building Promotion

Dealer's Advertising Service

Real Quality Varnishes

Tremendous Magazine Advertising

"Varnish Talks" P&L Painters Magazine Reaches your Painter Customers

Newspaper Electros Lantern Slides Window Trims Printed Matter

THIS dealer commands real Quality Varnishes — specified by eminent architects and made a household word by the most tremendous, consistent and effective varnish magazine advertising campaign, linked to his store by forceful window display matter, framed panels — color cards, newspaper electros, lantern slides, etc. — everything to enable him to "cash in" on this far-reaching magazine advertising. He has the assistance of the Pratt & Lambert Advertising Department to work out his advertising and selling campaigns.

Varnish Talks, the practical Pratt & Lambert Painters' Magazine is sent to his painter customers — the very back-bone of his varnish trade, landing this business for him. Moreover, the Pratt & Lambert Promotion Department puts the Pratt & Lambert Varnish Story before every new home-builder in his vicinity. *Are you a Pratt & Lambert Dealer? Why not be one?*

Write For Our Complete Dealers' Proposition Now.

Pratt & Lambert-Inc., 30 Courtwright St., Bridgeburg, Ont.

Pratt & Lambert Varnish Proposition

Quality Sales Profits Repeats...

Factories: Bridgeburg, Ontario New York Buffalo Chicago London Paris Hamburg

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When writing to advertisers kindly mention the Canadian Hardware Stove and Paint Journal

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Cowan & Britton, Limited, Gananoque.
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J. H. Still Mfg. Co., St. Thomas.

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Stratford Mfg. Co., Ltd., Stratford.

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Nickle Plate Stove Polish Co., Windsor, Ont.

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Scythes & Co., Toronto.

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OIL STORAGE SYSTEMS.
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Ramsay's Paints

for over seventy years, and when it comes right down to the last word in paints, this is the argument that will build up your paint business and keep it for you.

We invite you to share the profits that are to be had by handling paints made by

A. Ramsay & Son Co.

MONTREAL

MAKERS OF GOOD PAINTS SINCE '42

105

HITCH YOUR WAGON TO A STAR? NO!

If you want to hit up a rapid pace on the "Road to Success" you'll hitch your wagon to two of them.

NEW ERA HOUSE PAINT and NEW ERA FLAT-WALL COATING

are the two Brightest and Strongest Pulling Stars in the Paint Constellation

New Era House Paint embodies all the good qualities of any paint on the market—and then some. Being ground in Strictly Pure Linseed Oil the White Lead and Colors are thus so thoroughly combined as to form a Paint of Wonderful endurance and satisfaction. This spells "Satisfied Customers," and **that's what you want.**

STANDARD PAINT & VARNISH CO. LIMITED. WINDSOR, ONT. PAINTS · VARNISHES BRAND OF SUPREME QUALITY REGISTERED ENAMELS & DRY COLORS

New Era Flat-Wall Coating is our latest and best production of Oil Flat Finish. It has no peer on any market. Every one of its twenty-four beautiful and delicately refined tints instantly appeal to cultured minds and fastidious tastes. Ask for color cards and terms. We also make these Coatings in Black and White.

You will be agreeably surprised at the profit in these lines for you. Write right away and get in right.

It's the most extensively advertised varnish label—



Your customers will demand these Varnishes.

In the strongest, most comprenensive advertising campaign we've ever undertaken, we are telling 8,000,000 families about Berry Brother's Varnishes every month.

We've taken good-sized space in the best magazines and weeklies; we've endeavoured to eliminate all waste circulation. So our advertising will be read by practically every prospective varnish-user in the country.

We're sending customers to your store already sold on Berry Brother's goods. It's a good deal easier to give them what they want than to argue with them.

Write for Particulars of our New Selling Plan.

It means bigger, better profits and a nicer business all 'round.

Ask about it to-day.

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[illegible] Foundry Co., Hespeler.
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JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street, Toronto — **52 Canada Life Building, Montreal**

"STORE MANAGEMENT COMPLETE"

272 Pages *ONLY ONE DOLLAR* **13 Chapters**

Tells all about the management of a Store, so that not only the greatest sales but the largest profit may be realized—By FRANK FARRINGTON

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Hardware Window Dressing

Sent post paid for $2.50

The recognized authority on window displays in hardware stores. Every merchant and clerk should have a copy. :: Well bound in cloth

COMMERCIAL PRESS, Ltd., 32 Colborne St., Toronto

CONSULT THE BUYERS DIRECTORY

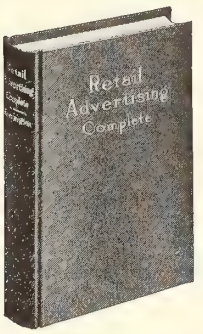
The Buyers Directory of CANADIAN HARDWARE, STOVE AND PAINT JOURNAL contains much valuable information.

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'Twill Do Your Advertising

This new book on advertising will tell you all you want to know about advertising in the store.

Here's the Book that will be Your Ad. Man



272 pages
Bound in Cloth

Retail Advertising Complete

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$1.00 Postpaid

With this book on your desk you are never at a loss what kind of advertising to do, or how to do it. Every kind of advertising is treated fully:

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Window Trimming
Advertising Novelties
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Inside the Store Advertising
Advertising Schemes
Special Sales
Mail Orders, etc., etc.

There is no better book of the kind at any price. You can't afford to get along without it.

Absolutely New **Just Published**

Send us a dollar for this book and a six months trial subscription for this paper

Commercial Press, Limited

Publishers
Canadian Hardware, Stove and Paint Journal
Toronto, Ontario

NOTICE

Short Bowl Lantern Globe

I beg to advise prospective purchasers of Lantern Globes that an INDUSTRIAL DESIGN was granted to me by the Dominion Government on a

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Pending the decision of the court, any person or company is LIABLE, who purchases or offers for sale a Globe of this design, other than the authorized Globe which is marked "Registered 1912."

JAMES W. MONCUR
Hamilton, Ontario

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BLACK DIAMOND FILE WORKS

ESTABLISHED 1863 INCORPORATED 1895

Twelve Medals of Award at INTERNATIONAL Expositions



Special Grand Prize GOLD MEDAL Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.

RED **S** BRAND WINDOW GLASS



GLASS BENDERS TO THE TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror and Ornamental Glass

TORONTO

REPUTATION

THE GREATEST SELLING FORCE WE KNOW

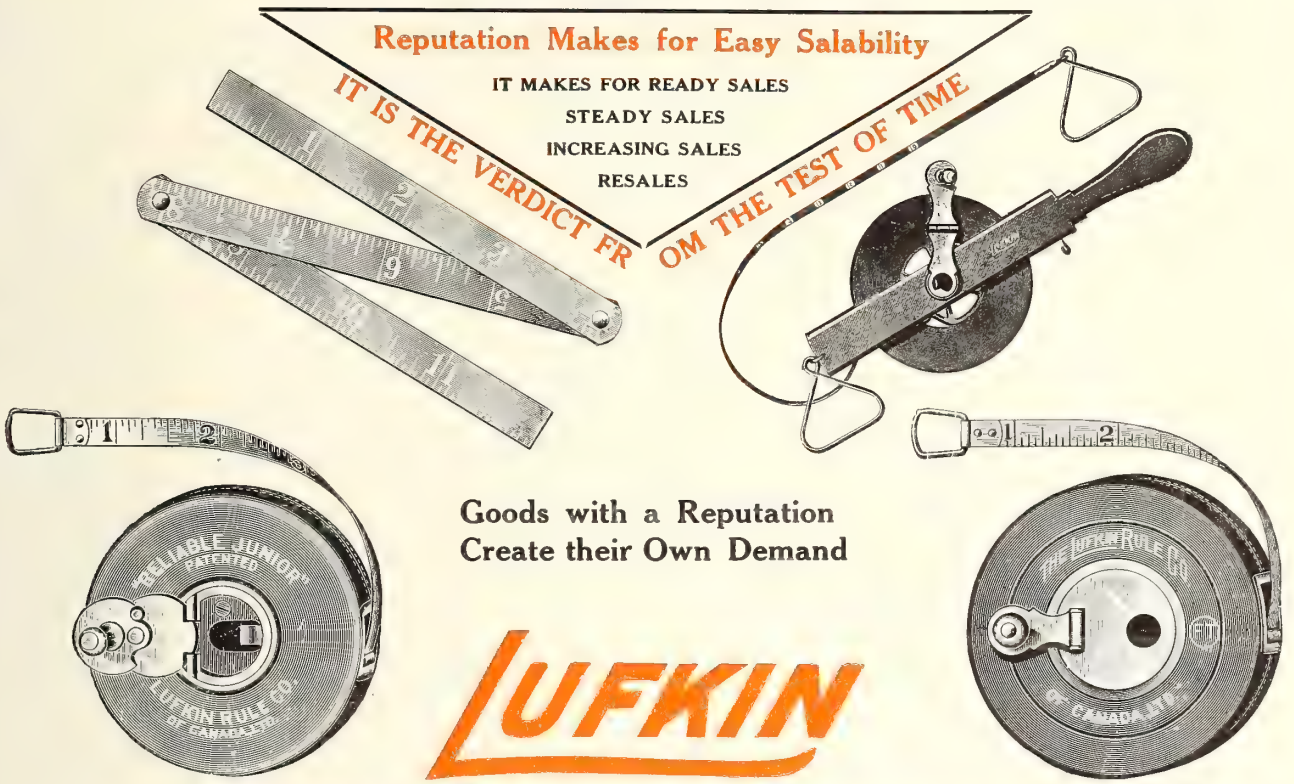
AS SUCH IT MEANS MOST TO THE DEALER

It is the result of inherent quality, combined with good publicity, popularity. You cannot build a reputation selling poor goods. You cannot easily sell high grade goods that lack a reputation.

Reputation Makes for Easy Salability

IT MAKES FOR READY SALES
STEADY SALES
INCREASING SALES
RESALES

IT IS THE VERDICT FROM THE TEST OF TIME



Goods with a Reputation Create their Own Demand

LUFKIN

MEASURING TAPES AND RULES

Have Proved their Superior Worth;
Have Established and Maintain Their Reputation.

That's why to-day the very trade names ***Reliable - Challenge - Rival*** *are known wherever measurements are taken*

That Reputation is the Verdict from the Test of Time

We Manufacture a COMPLETE LINE of MEASURING TAPES AND RULES
Ours is the ONLY LINE OF SUCH GOODS MADE IN CANADA
These goods are Marketed through the Jobber. ***We Protect the Dealer***

We will Exhibit at Hamilton. It will please us to meet you there -COME

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.



This room finished as below :

Wall, C.P. Sanitone
Green Stone
Ceiling and Drop
C.P. Sanitone
Ivory
Stencil, No. 96
Woodwork
C.P. Wood-Tints
Silver Grey
Floor, C.P. Sun Waterproof
Floor Varnish

More Opportunities for the Hardware Man to develop Profitable Paint Business.

New Lines that meet the rapidly growing demand for ARTISTIC INTERIOR FINISHES.

An Invitation

is cordially extended to our friends and all Hardware men attending the Ontario Retail Hardware and Stove Dealers' Assoc. Convention, to visit our booth and make it their headquarters.

CANADA PAINT CO. LIMITED

SANITONE. A durable oil paint that produces a flat velvety surface (without stippling) which is absolutely sanitary. This finish is meeting the demand for an artistic interior paint. It can be washed without injury, and can be applied to plaster, cement, stucco, plaster board, canvassed walls, metal walls, ceilings, etc.

WOODTINTS. This line of stains is very popular, as they do not raise the grain of the wood. C.P. Woodtints are manufactured specially for the very highest grade of interior wood finishing, and staining furniture and floors, etc. They do not smudge and need not be wiped in order to get best results.

SUN VARNISH STAINS. A combination of permanent pigment stain with good durable varnish. They stain the wood, and give a varnish finish with the one application. These stains are excellent for renewing the finish on furniture, woodwork and floors.

SUN VARNISH. This is a bright hard Kopal varnish which can be used for both inside and outside work. It gives splendid satisfaction, used on wagons, carriages, store fronts, doors, boats, etc. C.P. Sun Varnish is a most durable varnish, and presents unusual value—both to the user and the dealer.

FACTORIES and OFFICES: MONTREAL TORONTO WINNIPEG

Containing Complete and Official Hardware Convention Report

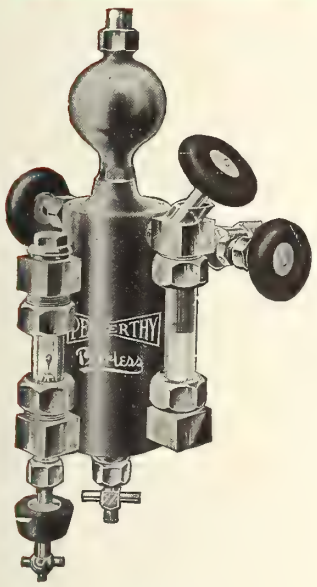
ONE DOLLAR YEARLY — MARCH, 1913.

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOL. 5. — Published Monthly by The Commercial Press, Limited, 32 Colborne Street, Toronto — No. 3.

Peerless

TRADE PENBERTHY MARK



Made in both double and single connection style

This is the Sight Feed Lubricator You Should Sell

ENGINEERS PREFER IT because of its special features not found in other makes

FOR EXAMPLE:—

The filler plug is set at an angle giving ample space between it and condensor for firm grasp of hand, enabling engineer to insert or remove same without use of a wrench.

The filler is funnel-shaped, with large opening into oil chamber, and permits use of a large spouted oil can for filling cup quickly and economically, instead of using the old-fashioned clumsy oil funnel that wasted as much oil as was put in the lubricator.

The drain valve for sightfeed glass is underneath the oil regulating valve, which prevents drainage from continually spattering over the regulating Valve Handle. Permits use of small can or pail for receiving drainage, and keeps Lubricator neat and clean. Neither the sightfeed nor oil body drain valves can jar off and get lost, as they can be unscrewed only sufficient to allow drainage. Every Lubricator is given a thorough inspection and test before leaving our factory, and is guaranteed to give the best of satisfaction.

Do not accept substitutes. Get the genuine Peerless.

Stocked by leading jobbers and dealers in Canada

Write for Booklet Describing Our New Line "Something Better in Valves"

Manufactured by

Write for Our Catalog Today

Penberthy Injector Co., Limited, Windsor, Ont.

TRADE Gillette MARK
KNOWN THE WORLD OVER

Active Co-operation Co-operative Action

The Keynote of the Convention

¶ The Hamilton Convention forcefully demonstrated two principles the strength that lies in active, intelligent organization, and the value of friendly co-operation in solving puzzling problems and dissolving apparent difficulties.

¶ The remarkable hardware exhibition, which has probably never been equalled, was striking evidence of the trouble manufacturers are willing to take for **Organized Canadian Dealers**.

¶ The equally remarkable interest shown, and the sales made at this Exhibition, were the tribute of dealers to **Organized Canadian Manufacturers.**

¶ The progress made, in joint convention, toward clearing up difficult questions, illustrated clearly the value of **friendly co-operation.**

¶ The same principles, applied to your business and ours, yield equally gratifying results. The buying public will quickly show their appreciation of organized and efficient service on your part, just as you, by your repeat orders, show that our organization serves you acceptably.

¶ We ask that you join us in applying to our business relations the second principle—friendly co-operation. If anything connected with our goods or our service has not been satisfactory, let us know about it—we'll gladly meet you more than half way. If we can help you in any way to increase your sales of Gillettes or any other goods, give us an opportunity to co-operate actively with you.

¶ The better we understand each other and appreciate each others' efforts and difficulties, the more profitable business we will be able to do together.

Gillette Safety Razor Co. of Canada, Limited

Office and Factory:—**The New Gillette Bldg., MONTREAL**

Rice Lewis & Son Limited

(*Established 1847*)

BUILDERS' HARDWARE DEPARTMENT

We have just taken into stock a number of

NEW CORBIN LINES

among them—RONDO and PRINCETON DESIGNS for

Front Doors

Inside Sets to match.
They are in Dull Brass Finish on wrought Brass or Steel.

Corbin 1911 Model Door Check and Spring

made in 6 sizes—(Nos. 2, 3, 4 are best sizes.)

BEAVER BOARD

a substitute for Plaster.
Stocked by live merchants.

We carry the following sizes:

32	**inches**	**wide**	**x**	**8**	**9**	**10**			**ft.**	**long**
36	"	"	**x**	**7**	**8**	**9**			"	"
48	"	"	**x**	**6**	**7**	**8**	**9**	**10**	"	"

ask for *PRICES* and samples.

"SUNSHINE"

Coal Chutes and Cellar Window Combined

Cast Iron Door and Frame.

Sizes—Small	B	wall opening	18 inches	x	22¾
Medium	E	" "	24 "	x	22¾
Large	G	" "	32¾ "	x	24¾

Burrowes Rustless Insect Door and Window Screens

made to order.

Write for Catalogue. Correspondence INVITED.

Victoria St. Just Above **King - TORONTO**

Canadian Wholesale Hardware Directory

The following firms will be pleased to quote prices, or have their traveling salesman confer, with retail hardware dealers, regarding lines advertised by manufacturers in Canadian Hardware, Stove and Paint Journal.

A. M. Bell & Co., Limited	Halifax, N.S.
Wm. Stairs, Son & Morrow, (Established 1810)	Halifax, N.S.
Emerson & Fisher, Limited	St. John, N.B.
T. McAvity & Sons, Limited	St. John, N.B.
W. H. Thorne & Co., Limited	St. John, N.B.
Caverhill, Learmont & Co.,	Montreal, Que.
Frothingham & Workman, Limited	Montreal, Que.
L. H. Hebert & Cie., Limited	Montreal, Que.
Lewis Bros., Limited	Montreal, Que.
Starke-Seybold, Limited	Montreal, Que.
Wood, Vallance & Co.	Hamilton, Ont.
Hobbs Hardware Co., Limited	London, Ont.
H. S. Howland, Sons & Co., Limited	Toronto, Ont.
Manufacturers Graham Nails, Samson Brand Farm Tools, Bldg. Paper, Etc.	
Rice Lewis & Son, Limited	Toronto, Ont.
Kennedy Hardware Co., Limited	Toronto, Ont.
James Ashdown Hardware Co., Limited	Winnipeg, Man.
Marshall-Wells Co., Limited	Winnipeg, Man.
Merrick-Anderson Co., Inc.	Winnipeg, Man.
Miller-Morse Hardware Co., Limited	Winnipeg, Man.
Wood, Vallance, Limited	Winnipeg, Man.
Peart Bros. Hardware Co., Limited	Regina, Sask.
J. H. Ashdown Hardware Co., Limited	Saskatoon, Sask.
J. H. Ashdown Hardware Co., Limited	Calgary, Alta.
Wood, Vallance & Adams	Calgary, Alta.
Marshall Wells Alberta Co., Limited	Edmonton, Alta.
Revillon Bros., Limited	Edmonton, Alta.
Martin Finlayson & Mather, Limited	Vancouver, B.C.
McLennan, McFeeley & Co., Limited	Vancouver, B.C.
Wood, Vallance & Leggatt, Limited	Vancouver, B.C.

Samson Garden Tools



H. S. Howland, Sons & Co., Limited

Wholesale Hardware Merchants

We Ship Promptly TORONTO **Our Prices are Right**

GRAHAM NAILS ARE THE BEST



The "All-'Round" Steel Truck

A handy thing for your store and for your customer's stores

Because it handles boxes, barrels, trunks, milk cans, garbage cans, bags of grain, etc. easily **with one hand.**

Weighs only 17 pounds, you can hang it on a hat hook or it will stand by itself

The *biggest* truck for a little one and the *niftiest* for a strong one,—all *steel* except the cast iron wheels. Runs on its *rubber* tread so quietly you can't hear it.

The hook grabs the top of box, barrel, can or bag, and does away with necessity for reaching over and pulling same on truck—hook stays where placed at any position on frame. Indispensable for offices, milk dairies, breweries, stores, warehouses, etc. For private homes its uses are manifold. Stands alone or can be hung on a nail: it is very strong, though light; 45 inches long, 14 inches wide at base; easily operated with one hand; hook drops out of way when not in use.

No store equipment is up-to-date without one. Tell us to ship one from stock.

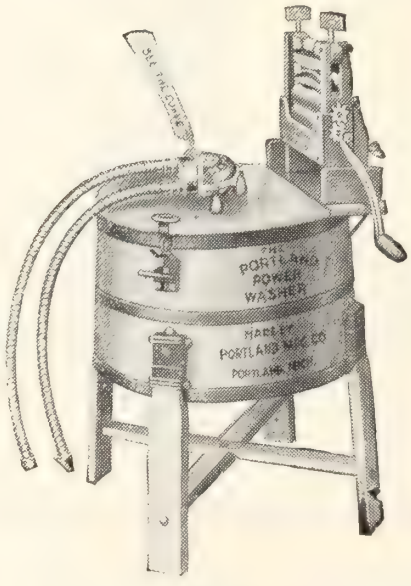
Henderson & Richardson Board of Trade Building **Montreal**

The Portland Power Washer

Requires only 18 to 20 lbs. Pressure to drive the direct drive motor

No gearing, hence no friction or lost motion. No oiling and a price within reach of all.

No outside gears, belts or chains to endanger childrens' lives.



A washer that is easy to sell and one which *stays* sold.

Last but not least—it is a profit maker.

IMMEDIATE SHIPMENTS

FROM STOCK

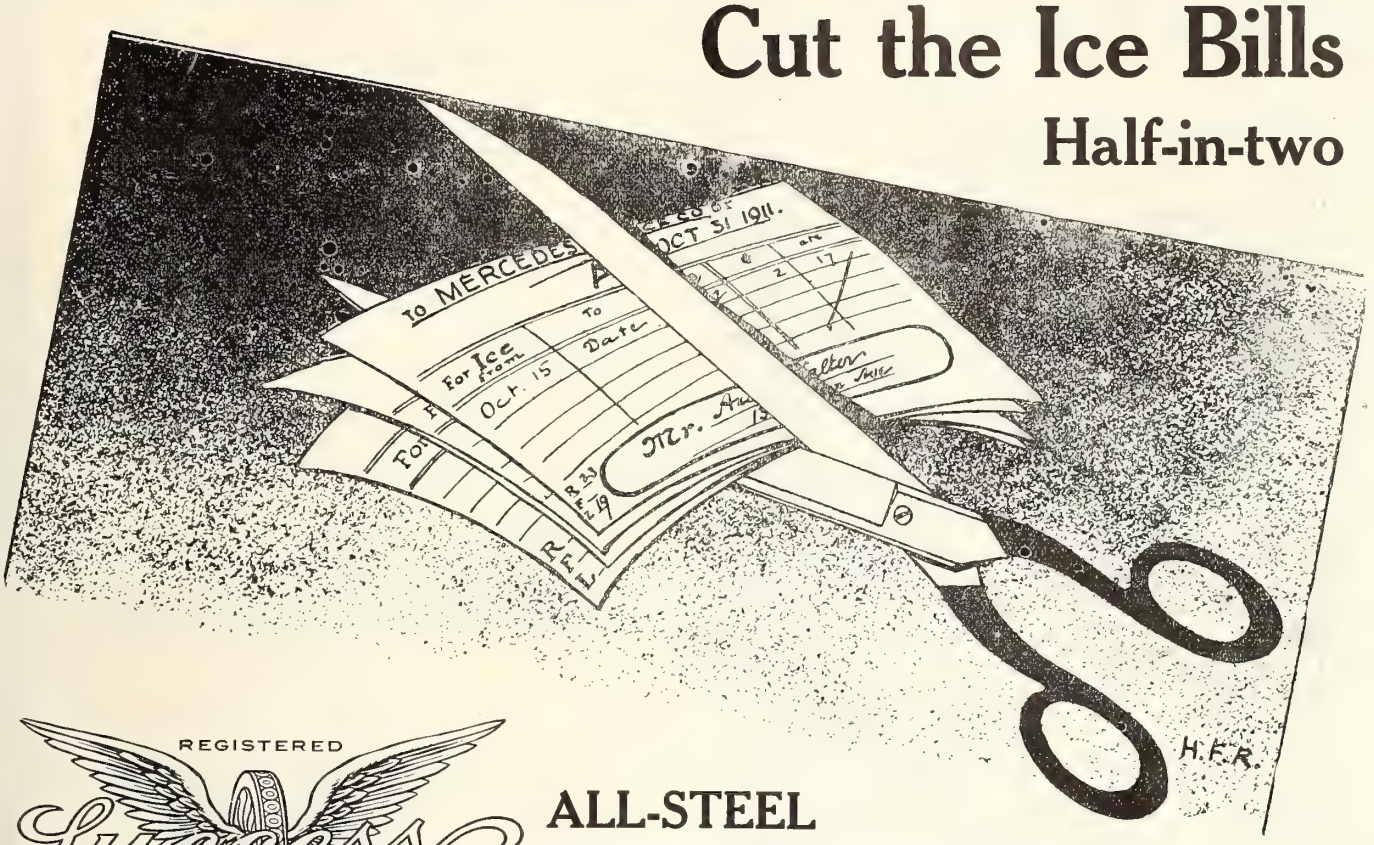
Henderson & Richardson Board of Trade Building **Montreal**

Sole Canadian Agents for **PORTLAND MFG. CO., Portland, Mich.**

Largest Manufacturers of Washing Machines in the World

Cut the Ice Bills

Half-in-two



REGISTERED
Success
TRADE MARK

ALL-STEEL REFRIGERATORS

are great Ice Savers

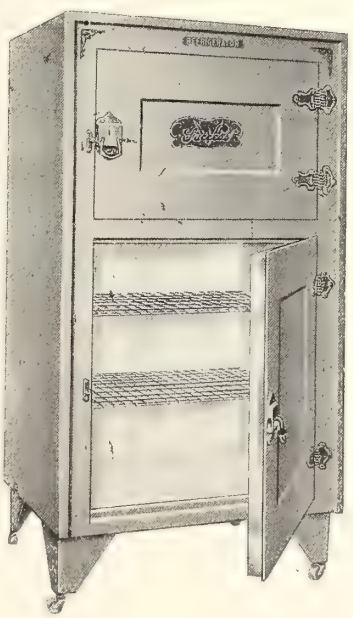
Built like a Vacuum Bottle



Apartment House Style

Eight Styles in 14 sizes

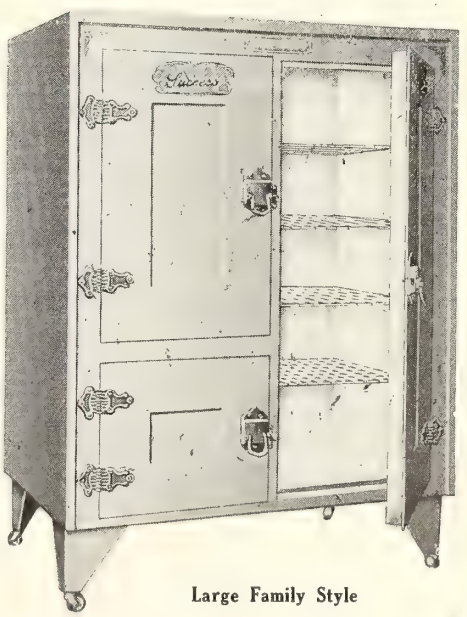
Apartment House
Cottage
Family
Large Family
Hotel
Automobile



No Wood

to decay, absorb moisture, retain odors, harbor germs, or to swell, warp or crack

8 Wall Insulation With Dead Air Space



Large Family Style

Aluminum or White Enamel Outside

WHITE ENAMEL INSIDE; GALVANIZED ICE CHAMBER

LEWIS BROS., LIMITED, MONTREAL

OTTAWA TORONTO VANCOUVER CANADIAN AGENTS



Dominion made

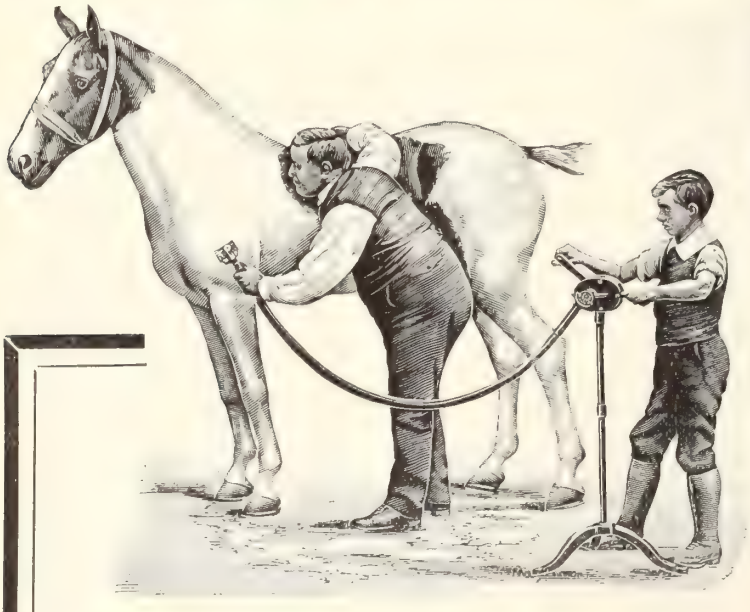
AMMUNITION

is made to kill

OUR SOFT NOSE BULLETS
ARE LARGE GAME GETTERS



Dominion Cartridge Co.
LIMITED
Montreal, Canada



BURMAN'S CLIPPERS

Bring Repeat Orders

and are rapid sellers on account of construction, finish and price. A sale of one of these clippers represents another satisfied customer—who will come back again for this and other lines.

It Pays to Handle Burman's

Hand Clippers, Power Clippers, Clippers of all Kinds

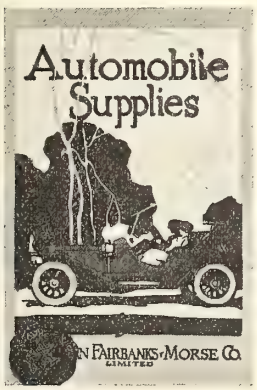
Large Stock Prompt Shipments Spare Parts

Order through your jobber or direct.

SOLE AGENTS FOR CANADA

B. & S. H. THOMPSON & CO., Limited, Montreal

Get These Two New Catalogs Before You Stock Your Automobile and Motor Boat Supplies





They are just off the press and we want every hardware dealer in Canada to be sure to get a copy at once. We carry a complete line of standard automobile and motor boat supplies at all our various Branch Houses and can ship goods the same day ordered.

The quality of these supplies are absolutely of the very highest grade, and they are of the many well-known makes that the Canadian trade demands. Not only do the manufacturers stand back of them, but we as Canadian distributors guarantee their quality.

The very liberal discounts that we allow dealers enable them to obtain a handsome profit on this business.

The extensive advertising campaign conducted in behalf of these goods makes them easy to sell.

A limited edition of these two catalogs has been published, so you had better write for your copy without delay.

THE CANADIAN FAIRBANKS-MORSE CO.

LIMITED

TORONTO MONTREAL WINNIPEG ST. JOHN SASKATOON OTTAWA CALGARY VANCOUVER

Canadian Made Mowers



When buying this season's stock of lawn mowers from your jobber insist on Canadian made goods and see that the name Taylor-Forbes is on each machine. By so doing you are assured a perfect machine a perfect guarantee, and your customer is assured perfect satisfaction.

Taylor-Forbes have been Makers of Lawn Mowers over 30 Years

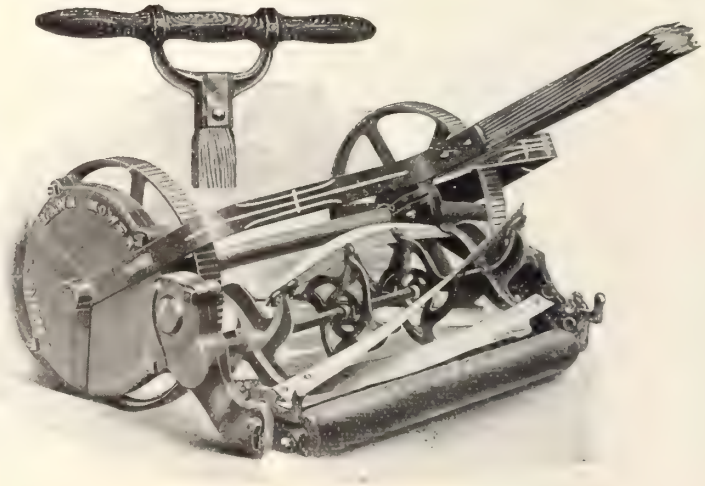
and nothing but high grade material and expert workmanship is ever used in the construction of any machine bearing our name.

Don't listen to the "just as good" argument: if your jobber cannot supply you, write us direct.

The "Adanac" lawn mower cannot be equalled for quality and finish, and for your very best trade this is the machine to recommend.

It has four extra heavy oil tempered crucible steel blades, spring steel open cylinder and self-sharpening gears. Sizes, 17, 19 and 21 inches. It will pay you to inquire about the "Adanac."

The "Adanac"

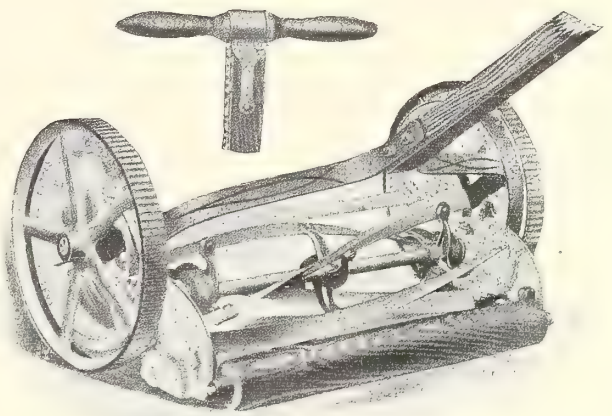


Each Mower is carefully inspected before leaving our factory

Taylor-Forbes Company, Limited

With Distinctive Features

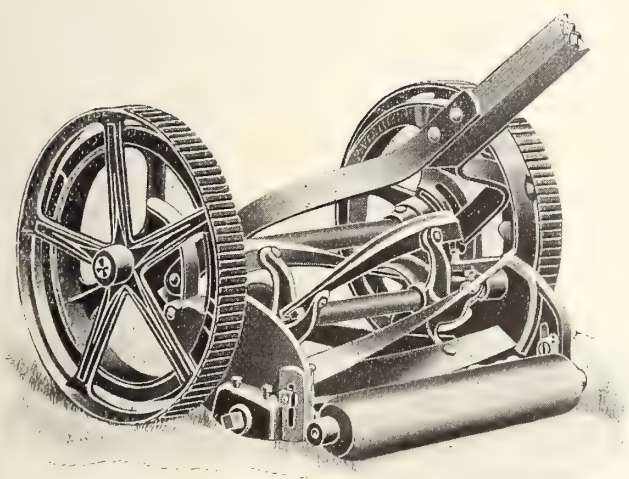
More Canadian-made Lawn Mowers will be used in 1913 than ever before, and because Taylor-Forbes mowers are mechanically the most perfect machines made, they are sure to create a big demand. This, then, is your opportunity to ensure a successful season in the mower line. Simply get your stock in early and demonstrate to your customers the distinctive features of Taylor-Forbes mowers and rapid sales are assured.



The "Empress"

The "Empress" and The "Woodyatt"

Bring Profit and Prestige to the Dealer



The "Woodyatt"

The **"Empress"** is the best ball-bearing machine on the market. Has four-knife cylinder, $10\frac{1}{2}$in. drive wheels, specially prepared polished steel shafts. Sizes, 12, 14, 16, 18, 20 inches.

The **"Woodyatt."** The first high-wheel mower made, and the best. Open cylinder $10\frac{1}{2}$ in. drive wheels, four knives. 12, 14, 16, 18, 20 inches.

The "Taylor-Forbes" quality guarantee is at the back of these machines—an assurance of profit to the dealer and satisfaction to the user.

Our other brands are: **"Star," "Daisy," "Philadelphia," "Mayflower"** and **"Ontario,"** each of well known Taylor-Forbes quality.

Taylor-Forbes Mowers give you Quality, Strength and Service

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 53 1-2 Dock St., St. John, N. B.
Canadian United Mfrs. Agency, London, Eng.

Head Office:
Guelph, Ontario

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B. C.
J. B. H. Rickaby, Victoria, B. C.



Files with Profit

DECIDE on handling files which are an absolute standard of even quality and perfect cutting power from year to year. Nicholson-made files are made from a private-formula steel on privately-designed special machines, tempered by a special Nicholson process, inspected individually at each stage of manufacture, and tested individually on all cutting sides by hand before placing in stock. You get the benefit as a retailer.

The File Winners

American
Arcade
Globe
Great Western
Kearney & Foot

Nicholson-made means Steady Trade

The Nicholson-made brands are standardized absolutely to unvarying high quality. Over 200,000 files a day are made and sold all over the world from the Nicholson plants. Buy your brands from your jobber, and insist on "Nicholson-made" Files.

Nicholson File Company, Port Hope Canada



Quality Counts—

But Counts DOUBLY When Price is Right

When you can say to your customer, "This bit is the best you can buy and the price is right," you make a satisfactory sale.

Dealers who handle **TOBIN HIGH SPEED BITS** know this. Send an order for them, they are business makers. We will send a sample FREE to any dealer

Tobin Arms Mfg. Co., Ltd., Woodstock, Ontario

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863 INCORPORATED 1895

Twelve Medals of Award at INTERNATIONAL Expositions

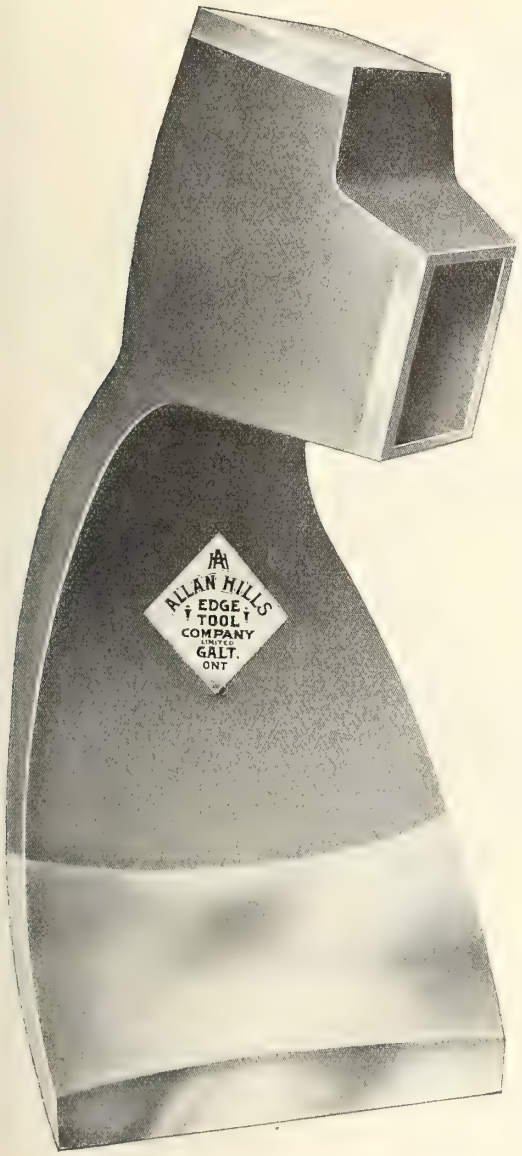


Special Grand Prize GOLD MEDAL Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.



The Recognized Standard

Bench Axes, Adzes, Chopping Axes have a crucible steel bit of Sheffield Steel. This method of manufacture although expensive produces a very superior article.

We harden in water, not oil, thereby obtaining the only satisfactory tool for use in wood.

In case of defects we instantly replace.

Allan Hills Edge Tool Co.

LIMITED

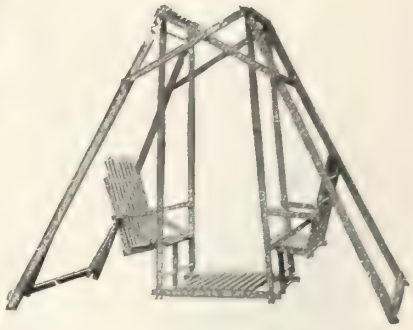
Galt - Canada

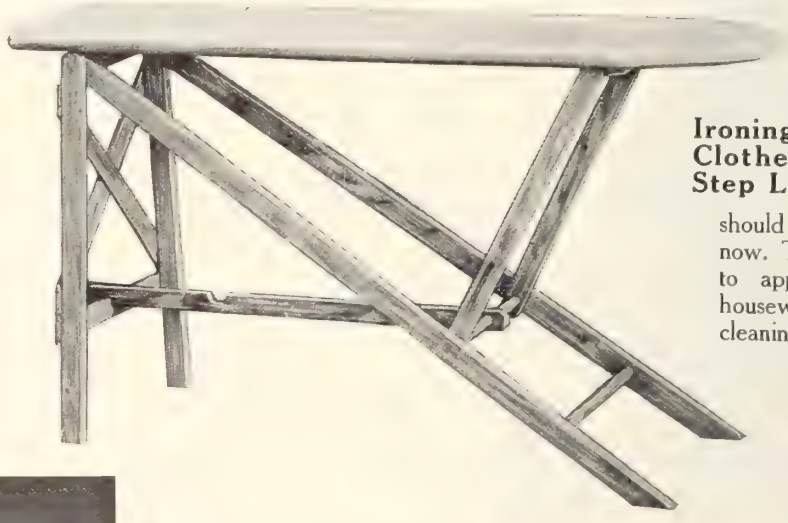
THE STRATFORD MFG. CO. LTD.



Order Spring Stocks Now

It's none too soon—an early spring may be upon us. Select your stock from the extensive Stratford lines. They are absolutely reliable—they give your customers unlimited service—and they are profitable for you to handle.



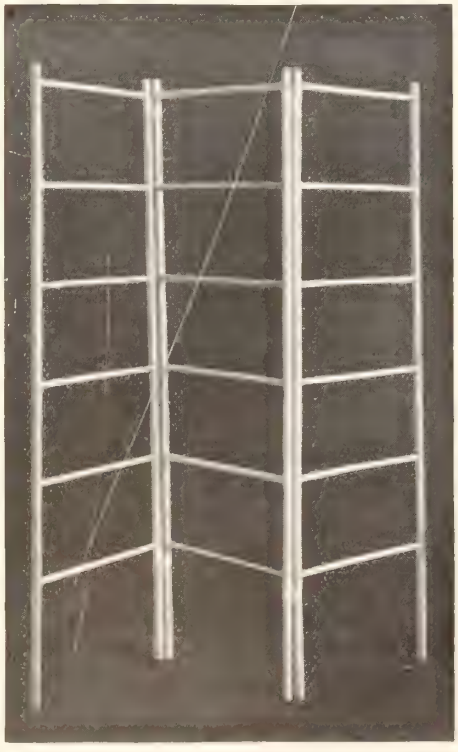


Lawn Swings, Park Seats and Folding Chairs

will soon be in big demand at amusement parks, etc. There's big business for you if you go after the Park Boards now.

Ironing Boards, Clothes Driers, Step Ladders

should be stocked now. They are sure to appeal to the housewife at housecleaning time.



Get acquainted with the new Stratford Lines in

Household Woodenware

Write for our new illustrated catalog and we will show you how easily and profitable these lines are to handle.

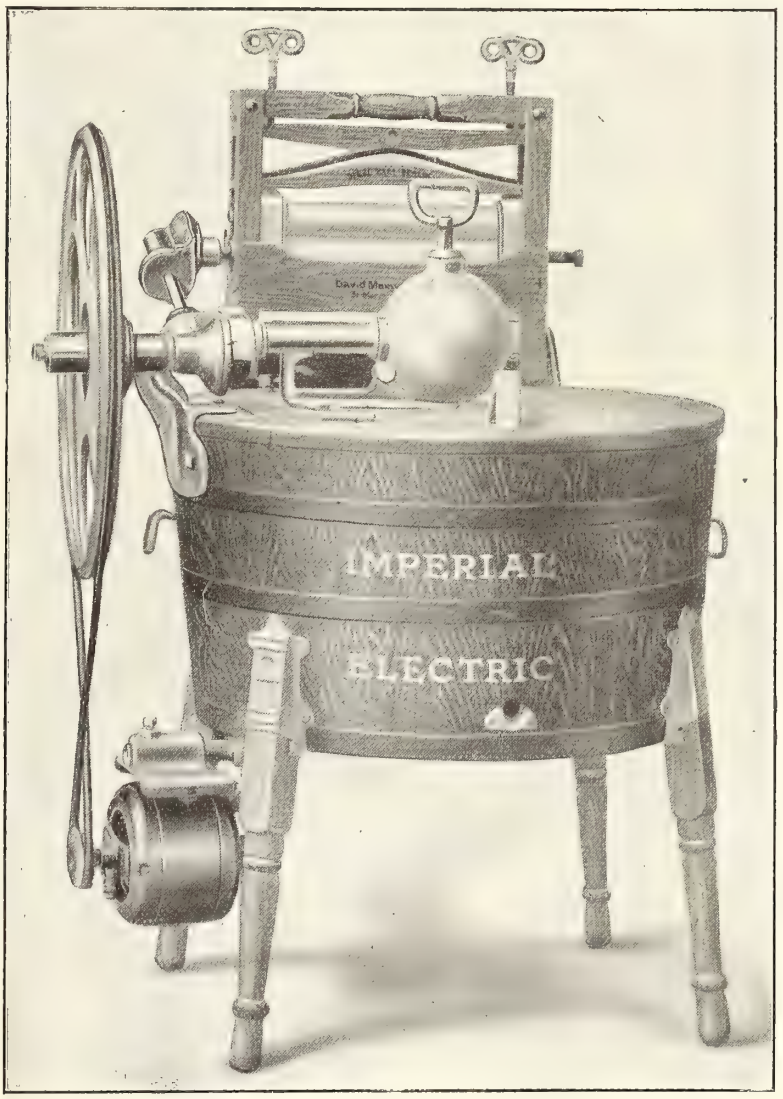


Stratford Mfg. Company, Limited

Stratford Ontario

"Maxwell's" "Imperial"

Electric Washer



A skilfully designed, thoroughly practical labor-saver.

The reliable $\frac{1}{8}$ horse power motor consumes but little current, and does *all* the work. The attachments for running Washer and Wringer are so simple that anyone can manage the machine, without danger of anything getting out of order.

Gears are all covered, so that it is impossible for clothing to get caught or torn.

The illustration shows the IMPERIAL type, with Circular Rubber Board. The electric equipment is also supplied with the PURITAN type Washer, using the Dolly Block.

The Maxwell Electric Washer certainly reduces washday work to the lowest point. Your customers who appreciate this will be ready purchasers.

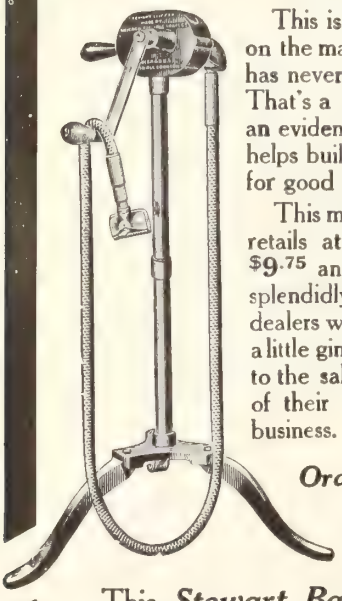
Write for our Catalogue illustrating and describing sixteen different machines for lightening the labor of washing.

David Maxwell & Sons ST. MARY'S ONTARIO

Every Horse in Your Community is Entitled to a Spring Hair Cut

It is time to order forward your stock of the famous

Stewart Ball Bearing Clipping Machine. *Retails at ONLY, IN CANADA,* **$9.75**



This is the machine that has been on the market for six years and which has never failed to please a purchaser. That's a record hard to beat. It is an evidence of quality that helps build your reputation for good values.



This machine retails at only $9.75 and sells splendidly for dealers who put a little ginger into the sales end of their business.

Order from your jobber or direct

This ***Stewart Ball Bearing Machine*** can be used to clip Horses, Mules or Cattle. Dairymen use it extensively to clip the flanks and udders from milch cows, so the parts can be cleaned easily. It has all file hard cut steel gears, enclosed and protected safe from dust and dirt in a metal case, where they run in a constant oil bath.

There is 6 feet of new style, light, easy running, high grade flexible shaft and the famous ***Stewart single tension cutting head.*** The entire machine is put up as only a large equipment and expert workmen can turn out such a product.

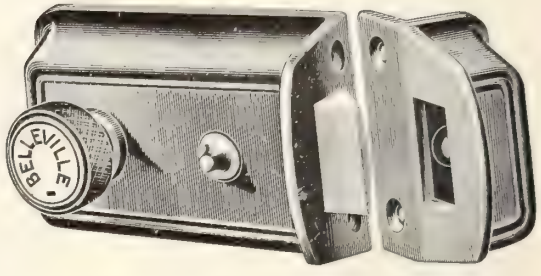
It is fully guaranteed and will please every buyer.

Chicago Flexible Shaft Co.

187 Ontario St., Chicago







Do you handle Belleville No. 99 Cylinder Night Latch? If you will ask your jobber for it and compare with any Night Latch on the market at the same price, you will not handle any other.

Send For Our Catalogue No. 3

THE

Belleville Hardware & Lock Mfg. Co. Ltd.

BELLEVILLE, CAN.

HIGH GRADE BUILDERS' HARDWARE

The Kind That Brings Repeat Orders

We manufacture a complete line of guaranteed

BUTTS HINGES
HASPS STAPLES
NAILS ETC.

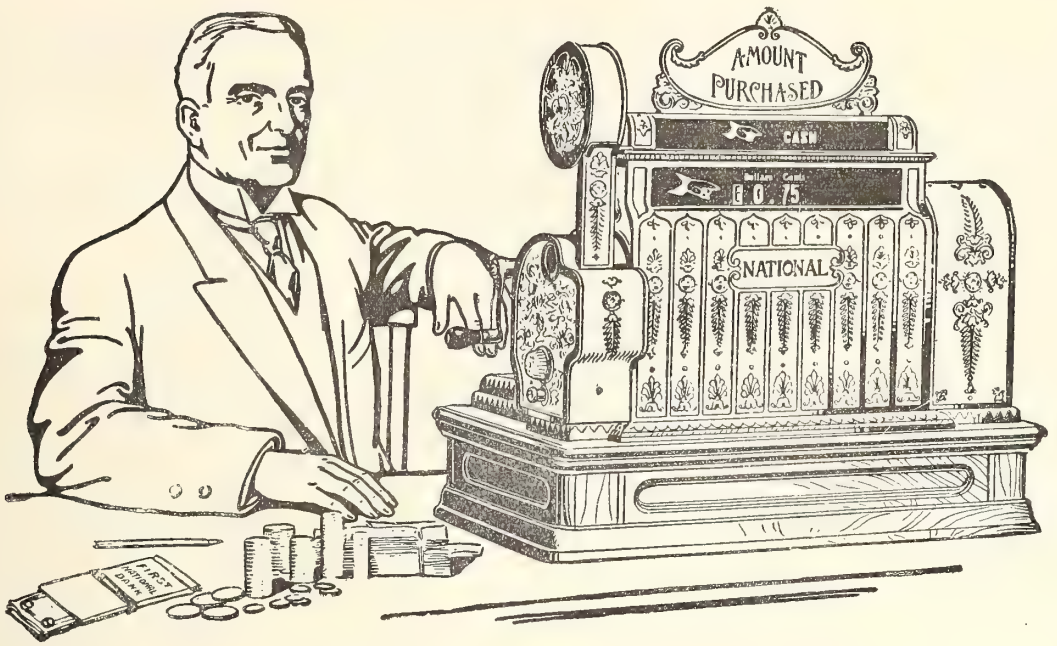
and our long established reputation stands behind our guarantee. Send us a trial order and test the selling qualities of our goods.

Write for a Catalogue to-day

COWAN & BRITTON

LIMITED

GANANOQUE, ONTARIO



Take Care of the Pennies so that the Dollars can Take Care of You

You lose money because your store system does not show you where every penny comes from and where it goes.

It does not tell you how much money you should have.

It does not protect your money and accounts against mistakes and losses due to thoughtlessness, carelessness or indifference.

A National Cash Register will keep track of every penny you take in or pay out.

You get a correct record of every transaction occuring between your clerks and customers.

All your money and accounts are protected against mistakes and losses.

A National will increase your profits.

Booklets upon request

The National Cash Register Co.

285 Yonge Street
TORONTO

Canadian Factory:
TORONTO



S.M.P. 1913-No. 3 BEACON

MEANS

a decided change in lantern design

The strongest and best lanterns made. Have all the latest lantern features—inside lift at bottom which raises the globe; short bowl shaped globe which prevents breakage; latest extinguishing device; improved self-righting adjusting bail; deep flange on burner dome making a better fit than the shallow flange; extra large seamless oil well holding sufficient oil to burn 24 hours.

The Sheet Metal Products Company

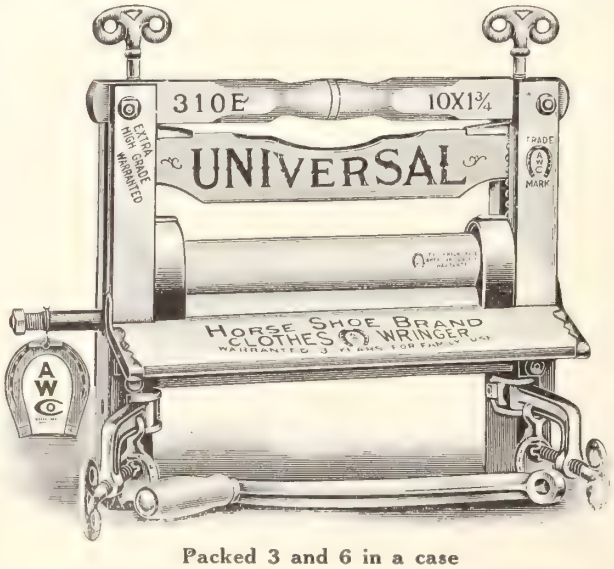
OF CANADA SUCCESSORS TO LIMITED

Kemp Manufacturing Company

Montreal TORONTO Winnipeg

NEW LINE

UNIVERSAL CLOTHES WRINGERS



Packed 3 and 6 in a case

Plain Bearings and Steel Ball Bearings

Spiral Pressure Springs Enclosed Cog Wheels

PLAIN BEARINGS

No. 310E - - - - Rolls, 10x1¾ inches
No. 311E - - - - Rolls, 11x1¾ inches

STEEL BALL BEARINGS

No. 317E - - - - Rolls, 10x1¾ inches
No. 318E - - - - Rolls, 11x1¾ inches

SAME STYLE MADE IN FOLDING BENCH.

Send for Catalog (T).

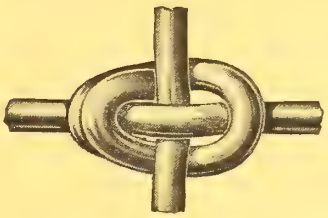
THE AMERICAN WRINGER COMPANY

99 CHAMBERS STREET, NEW YORK, U.S.A.

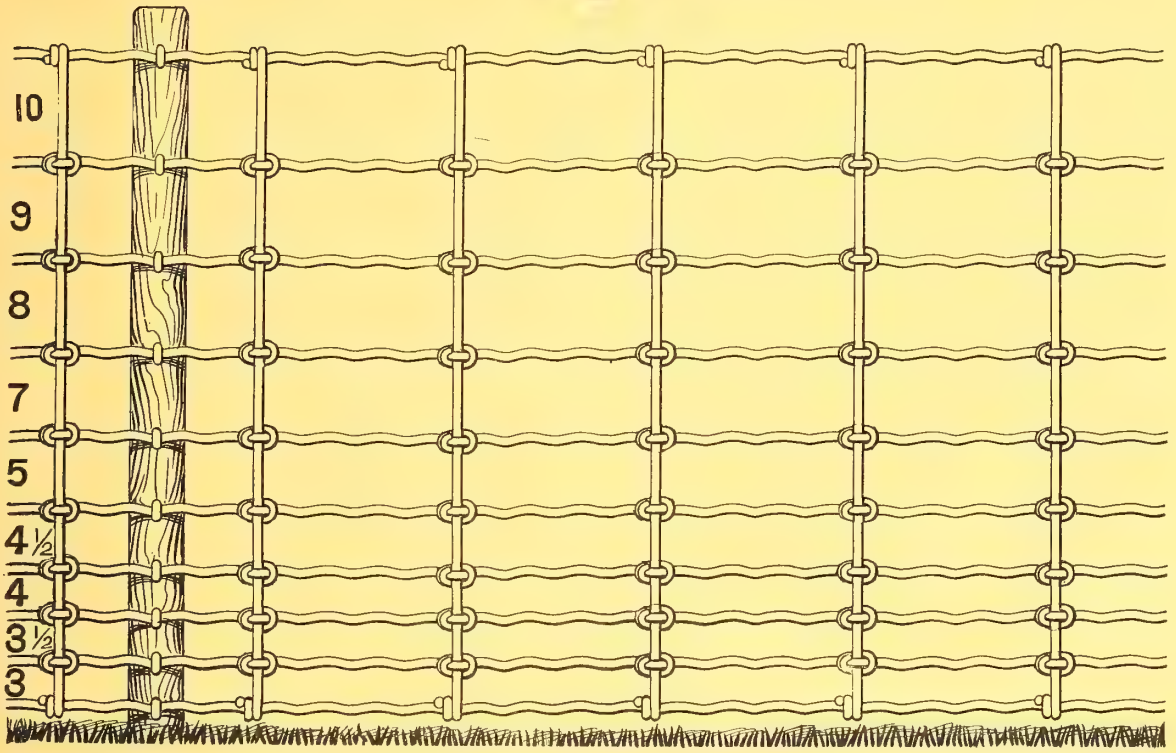
The New

"CANADIAN"

Woven Wire

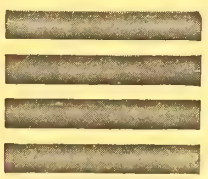


Farm Fence



The Best STIFF STAY Farm Fence Manufactured

Full Gauge



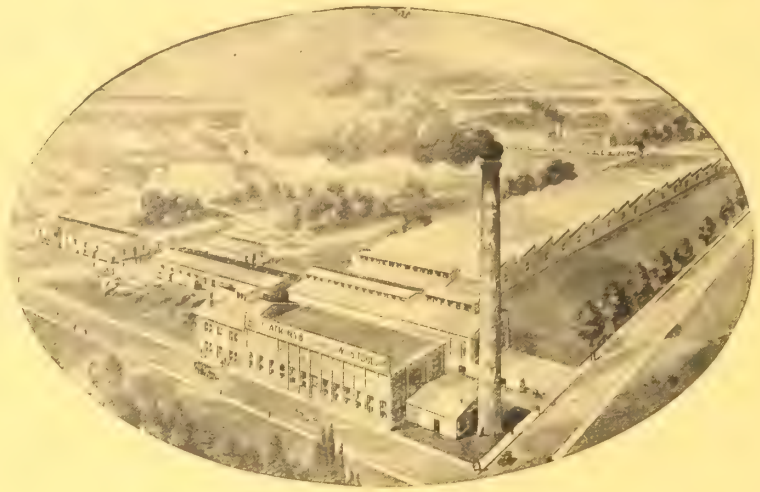
No. 9 Wire

Sold EXCLUSIVELY through the Hardware Trade. AGENTS WANTED IN EVERY TOWN. Prices and terms on application. Agency placed with one firm in each district. Every rod exactly as guaranteed, insuring satisfaction to your customers and a permanent advertisement for your agency.

The Canadian Steel & Wire Co., Limited

Hamilton, Ontario

ATKINS STERLING SAWS



Canada's big Saw Factory. Where ATKINS STERLING SAWS are made. We are wide awake. Our methods are progressive. We manufacture Saws which make good and establish confidence with your best trade. We back this up by a progressive sales co-operation that makes the most money.

Why not specialize on ATKINS STERLING SAWS this Spring. Buy from your usual source, but insist on the genuine article with our name on the blade. If you have any difficulty in getting them in this way, write to us direct.

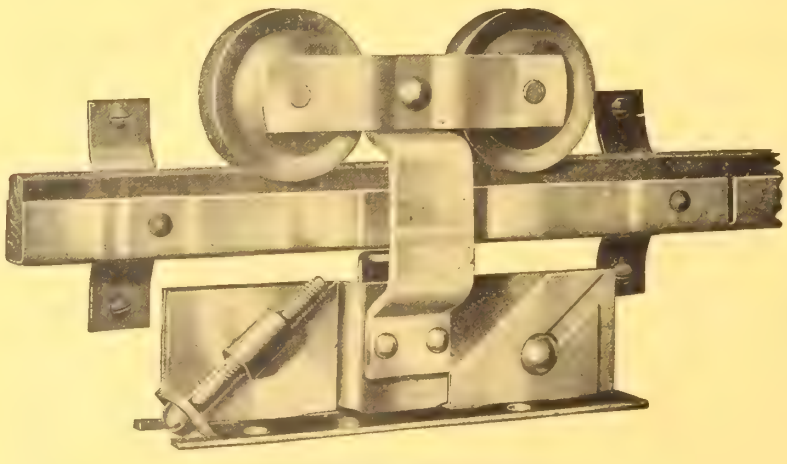
E. C. ATKINS & CO.

Makers of Sterling Saws

Factory: Hamilton, Ont. **Branch: Vancouver, B.C.**

Are you getting the Hanger business of 1913?

(The big building year).



The Hatch Parlor-door Hanger

Remember the successful and up-to-date Hardware merchant sells the Hatch line of parlor and barn door hangers, which he finds give entire satisfaction both from his own point of view and also from the customers'.

Canada Steel Goods Co., Limited

Hamilton - Ontario

The Arrows Hit the Points



(1) Inside "WARP PROOF" Steel Ring.
(2) Inside Surface and Bottom, Corrugated in Centre only.
(3) Leg Socket—Bolted through Tub, Leg and Socket (not leg only).
(4) The treating of Entire Inside with our Special Filler.

FOUR

Distinct Commanding Features that keep a Tub WATERTIGHT. Add years to the life of a WASHING MACHINE and are recognized by Satisfied Users Everywhere.

Agents:—**W. L. Haldimand & Son, Montreal**
H. F. Moulden & Son, Winnipeg

Makers:

Cummer-Dowswell, Limited, Hamiiton

GREENING
STEEL WIRE CHAIN

If you are interested in chains examine carefully the perfect mechanical construction of "Greenings." It is the most perfect chain made. We make it in thirteen sizes. We use it exclusively in all our **Halter, Dog, Tie Out, Cattle, Trace Chains,** etc. You will make no mistake in handling our line exclusively.

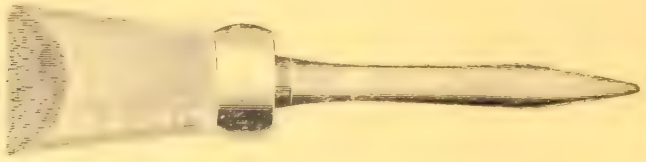
Correspondence Solicited

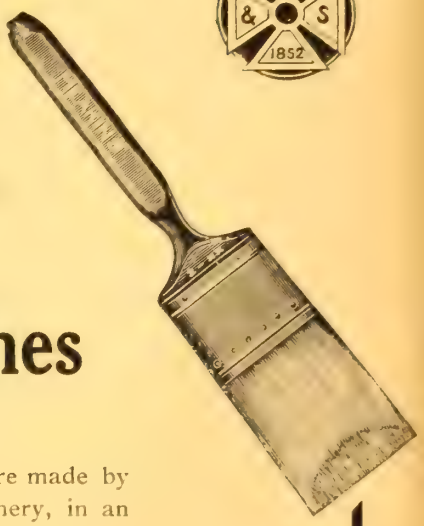
We send cuts with table of breaking strain. **Samples, etc., upon request**

THE B. GREENING WIRE CO., Limited

Hamilton, Ont. **Montreal, Que.**







Buy "MEAKINS" when

You Buy

Paint and Varnish Brushes

They are always reliable, and they are always the same. They are made by the best male workman, using the latest and most perfect machinery, in an up-to-date factory, built for the purpose. It pays to supply your customers with the best tools—"Meakins" Brushes are the best.

Write for our illustrated catalog

MEAKINS & SONS, LIMITED HAMILTON, ONT.

Warehouses:—Toronto, London, Winnipeg **Meakins Brush Co., Limited, Montreal**

Cold Drawn, Turned and Polished Steel

Shafting

ROUNDS
⅛ in. to 6 in. Dia.

SQUARES
⅛ in. to 2 in.

HEXAGONS
⅛ in. to 2¼ in.

and FLATS
up to 1½ in. x 3 in.



The Plants of The Canada Steel Goods Co. and Canadian Shovel and Tool Co. are right beside us.

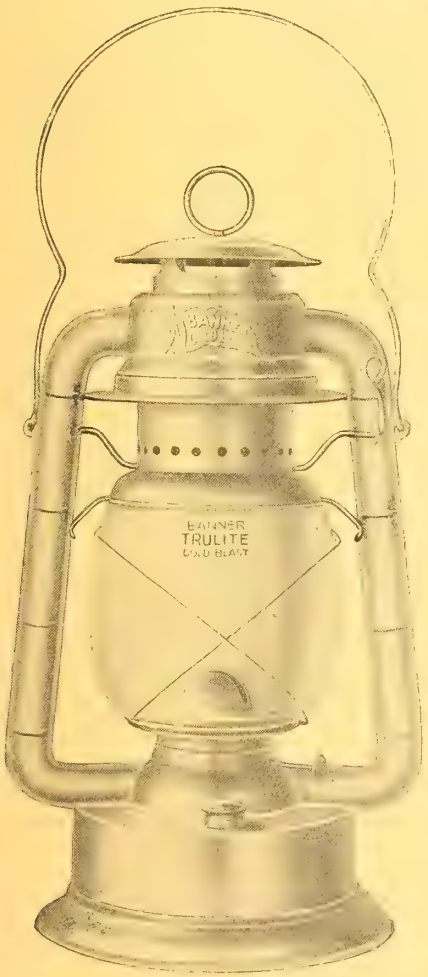
Free Cutting Screw Stock, Piston and Pump Rods

The Canadian Drawn Steel Co., Limited

HAMILTON - ONTARIO

BANNER
TRADE MARK.

The Newest and Best
OF OUR
BANNER SERIES



The latest thing in lantern manufacture. Will not break, crack or become smoked. Gives 12 candle power bright white light. Burns 24 hours with one filling. Easy to clean. Note the bowl-shaped glass; no inconvenience to clean this whatever. Put in a trial order. We know you will soon repeat it.

Ontario Lantern & Lamp Co., Limited
HAMILTON, CANADA.

Wire Nails and Staples

Build up your Profits by handling our BALE-TIES for baling purposes



LAIDLAW WIRE NAILS AND STAPLES (all sizes) are the Standard for Canada. If you want to sell WIRE NAILS of superior quality, consult us.

We also make a specialty of manufacturing WIRE for CONCRETE BONDING, or, in fact, for any purpose.

Send Us a Trial Order

The Laidlaw Bale-Tie Co., Limited

Henry F. Moulden, Winnipeg
George W. Laidlaw, Vancouver
Hamilton, Ontario

Build Up a Profitable Fence Department!



Handle a line of fencing that does not serve only as a mere boundary line, but one that gives real fence service—one that is built strong enough to withstand the onslaughts of stock as well as the ravages of all kinds of weather. Such a fence is

Peerless Fencing

You can sell this fence with a clear conscience. You can guarantee that **Peerless** goods will give full satisfaction. We will stand right back of your guarantee, whether it be in farm fencing, poultry fence, ornamental fence, gates or any other lines we manufacture, our policy is to satisfy every customer if at all possible to do so. **Peerless** fencing is well advertised through farm papers or other mediums. It is a line that is easily sold. Having an agency for **Peerless** will sell other goods for you.

It's Made of Heavy Open Hearth Steel Wire

with all the impurities burned out and all the strength and toughness left in. Heavily galvanized. Every intersection is locked together with a Peerless clamp. Top and bottom wires of Peerless Poultry Fencing are extra heavy—extra strong. Consequently fewer posts are required. **Peerless** fencing can't sag—can't rust—can't get out of shape—can't help giving absolute satisfaction.

Send for our dealer's proposition. It's attractive. It will interest you. It's well worth a stamp. Send today.

BANWELL-HOXIE WIRE FENCE CO., Ltd.
Winnipeg, Man. Hamilton, Ont.

The Steel Co., of Canada
Limited

Pig Iron
Wood Screws, Machine Screws
Stove, Sink and Tire Bolts, Bolts and Nuts
Iron and Copper Rivets and Burrs
Wire Nails, Bale Ties
Bright Wire Goods
Wire
White Lead, Lead Pipe
Wrought Pipe, Tacks, Boot Calks
Invincible Brand Field Fence

District Sales Offices

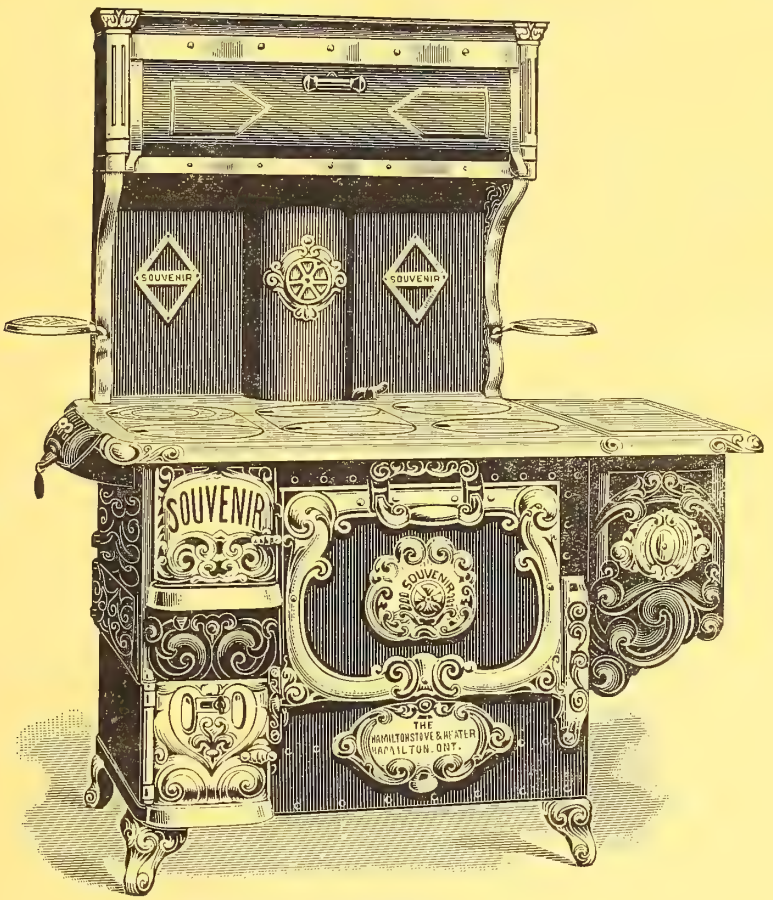
Hamilton Toronto Montreal Winnipeg

W. A. MacLennan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.
H. G. Rogers, St. John, N.B.
Geo. D. Hatfield, Halifax, N.S.

SOUVENIR
Famous For Good Baking
RANGES

The Best Steel Range Made in Canada

Perfect in Design Convenience and Durability



Unequalled for Fine and Quick Baking

THE
Royal Souvenir Steel Range

The Royal Souvenir Range is the highest grade steel range made in Canada.
Each distinctive feature accomplishes something specific—each part is there for a purpose.
The body of the range is made of blue planished steel. Requires no blacking thus saving labor.

Send for our illustrated booklet and detailed information.

Hamilton Stove & Heater Co., Limited

(Successors to Gurney, Tilden & Company, Limited)

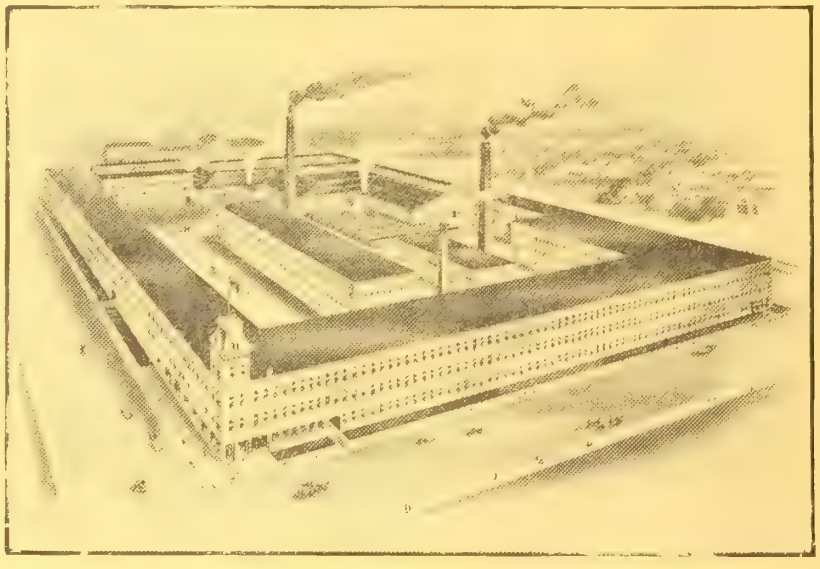
Hamilton, Ontario

TILDEN, GURNEY & CO., LTD., Winnipeg, Calgary, Vancouver

Jewel Stoves, Ranges and Warm Air Furnaces

ESTABLISHED 1864

JEWEL TRADE MARK



INCORPORATED 1898

JEWEL TRADE MARK

We Manufacture all kinds of Heating and Cooking Stoves and Ranges for either coal or wood, manufactured or natural gas, constructed of steel or cast iron.



¶ A large and beautifully illustrated catalogue of 170 pages is issued, showing 350 STEEL RANGES for coal or wood; 120 CAST IRON RANGES for coal or wood; 40 COOKING STOVES for coal or wood and 80 STEEL and CAST IRON HEATING STOVES.

¶ A separate catalogue of GAS STOVES of 80 pages is issued, showing 125 Gas Cooking Ranges and Gas Heating Stoves.

¶ A third catalogue of 48 pages shows the many styles of JEWEL WARM AIR FURNACES for heating dwellings, stores, schools, etc.

Imperial Standard Scales



¶ We also manufacture everything in the shape of a weighing machine, from a small Druggist's Scale weighing one drachm to a great Railway Track Scale weighing 150 tons. Send for catalogue of 128 pages showing Imperial Standard Scales and Trucks.

¶ We are the largest makers of CURRY COMBS under the British flag.

The Burrow, Stewart & Milne Co., Limited

Hamilton - Ontario



YES, WE HAVE them ready to ship **NOW**—and if you haven't decided what short Globe Lantern you are going to handle this fall,—

WE CAN SHOW YOU NOW something that will clinch your decision at once in favor of the

"WRIGHTLIGHT"

The **"Wrightlight"** has dome well.

The **"Wrightlight"** has a patent swedged ear and self erecting bail that are restricted to Cold Blast Lanterns of our make only.

The **"Wrightlight"** has BOTTOM LIFT, so it is no more trouble to light than our No. 4.

The **"Wrightlight"** is the heavyweight champion of Canadian Lanterns, because all parts throughout are made of I.X. stock.

The **"Wrightlight"** has style, quality and a long line of reputable ancestors behind it.

The **"Wrightlight"** has something new in the burner, which will interest every intending purchaser the minute he picks the Lantern up.

Put in your order now for the fall, or if you are like the man from Missouri, ask us to send you a sample half dozen, for comparison and criticism.

E. T. WRIGHT & CO., (H. G. WRIGHT) **- HAMILTON, CAN.**

Something New in the Rifle Line

The "BAYARD" Semi-Automatic Rifle

Made for .22 cal. long and short Smokeless Rim Fire Cartridges



Made by Anciens Etablissements Pieper

In the Bayard Rifle, the pressure of the explosion is used to push back the breech block, to eject the empty shell and to cock the firing pin. After each shot the breech remains open, ready to receive a new cartridge, which is placed into the barrel by pressing the button of the breech block catch. An easily adjusted safety catch permits the rifle to be locked when loaded. The barrel is fitted with an open adjustable rear sight. Owing to its long range and its great accuracy the Bayard Rifle recommends itself for target practice and small game shooting. Ask your jobber to show you this wonderful little rifle. Write for our free descriptive booklet.

McGill Cutlery Co., Reg'd, P. O. Box 580, Montreal, Canada

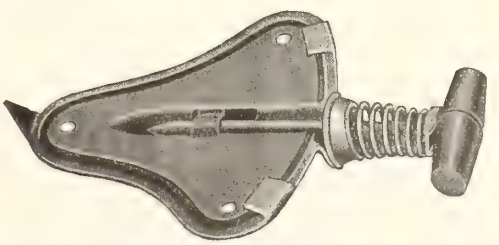
STOVER'S "IDEAL" HARDWARE

Before you place your next order for the following hardware, investigate the merits of Stover's Ideal Hardware. It's the best.

Dampers	Latches	Mop Sticks
Stove Pipe Registers	House Numbers	Harness Hooks
Pokers and Lifters	Waffle Irons	Screen Door Hinges
Furnace Pulleys	Griddles	Double-Acting Hinges
Lamp Brackets	Ice Shaves and Picks	And scores of other
Saw Vises	Lemon Squeezers	staple goods

STOVER MFG. CO.

732 East St. - - - FREEPORT, ILL.



This Clip is made of steel, corrugated at edge to prevent warping. Does not break and does not require rivets. We make 12 styles.

Do You Want to Reach the Retail Hardware Trade?

There's no better method than to use **Canadian Hardware, Stove & Paint Journal** 32 Colborne Street Toronto

"Crown" Sap Bucket Covers

GALVANIZED

Dimensions 12 x 12 inches



FIG. 365 A.
Shows Cover in position.

These covers are made from heavy galvanized iron and will last an indefinite period.

They can be securely hinged to any spout, and when closed will protect the sap and keep it in good condition. It is a well known fact that sap runs best during rain or snow storms, and all sugar makers realize the necessity of covers if they wish to produce and market the best syrup.

"CROWN" COVERS are made square with a decided pitch from the centre hip and have four raised ridges draining to the sides which effectually throw off rain, snow and other foreign matter. The square pattern cover has been proved by experience to be the best and the Crown Style can be used on all sizes of sap buckets.

Write for Prices.

Made and For Sale by

The Thos. Davidson Mfg. Co., Limited

Montreal - Winnipeg - Toronto



FIG. 365 B.
Shows Cover open and thrown back against tree.

CONNOR BALL BEARING WASHER



is a profit earner

It pays big dividends to dealers who take an active interest in it. Many wide-awake merchants have doubled their washing machine sales since taking hold of the Connor Ball Bearing Washer. The many

Exclusive Features Make it Easy to Sell

as they attract unusual attention and create a strong desire for the washer. Just what these features are will be fully explained to you when we receive your name and address.

Drop us a card. Send for a copy of our new catalogue, now ready.

J. H. Connor & Son

Limited

OTTAWA, CANADA

"GOOD CHEER"

STOVES AND FURNACES

"MADE GOOD"

AT THE HARDWARE EXHIBITION

Appearance and quality count every time, and you'll always find it so with "Good Cheer" lines.

The James Stewart Mfg. Co., Limited

Woodstock, Ontario

Western Branch: 156 Lombard Street, Winnipeg

LOCKS & YALE LOCKS

YOUR trade is learning that the word "lock" alone is not safe enough in buying locks for their valuable possessions. They are learning that there are locks in which positive security has been carried to the superlative degree.

There is a Yale Lock for every purpose, from the smallest bureau drawer to the largest barn door—from the simplest padlock to the most complicated bank lock. In order that your trade may recognise those locks, we put the word "Yale" on each lock like this:

YALE

This word "Yale" on locks and hardware is fast becoming a mark by which people identify an enterprising hardware dealer.

Write us about our free advertising service for dealers.

Address Dealers' Advertising Service

Canadian Yale & Towne Limited

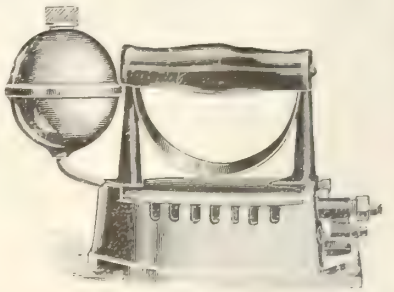
Makers of Yale Products in Canada; Locks, Padlocks Builders' Hardware, Door Checks and Chain Hoists

General Offices and Works - - St. Catharines, Ont.

The Ideal Self-heating Sad Iron

This is the Iron that has met with such success in the States, it is being manufactured in Hamilton, Ont., from which place orders will be filled on and after April 1st, 1913.

"IDEAL"



The Iron That Heats Itself

In the Spring and Summer, when the stove isn't running with all flues open, and ironing day comes round, the housewife is ready to listen to the story of the iron that heats itself.

There's no better ironer than the **"Ideal."**

There is no cheaper heat-getting method than that of the **"Ideal"** gasoline fuel and generator.

"Ideal" will sell — It's the best thing the housewife can buy. You can guarantee it.

Write us for prices or ask your jobber.

THE IDEAL SAD IRON MFG. CO.

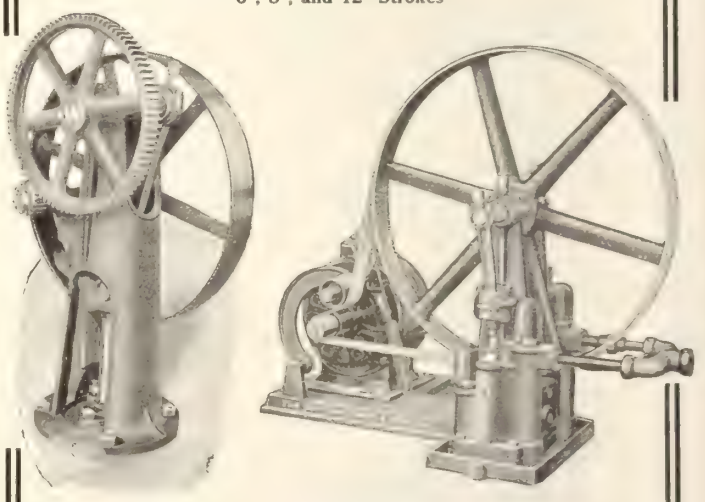
HAMILTON, ONT., on and after April 1st, 1913

Duplex Double-Acting Power Pumps

3 to 60 gallons per minute capacity

Deep Well Power Heads

6", 8", and 12" Strokes



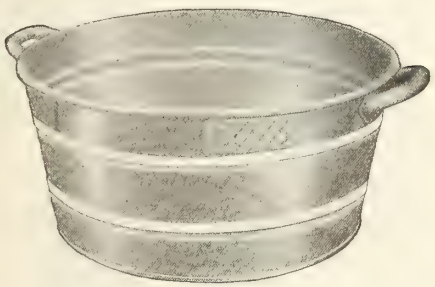
All pump parts are made to gauges, jigs and templates, and are interchangeable. Especially desirable where quiet running and low cost of operation are essential.

DAYTON WATER SYSTEMS

We desire trade arrangements with responsible dealers. Catalog on request.

The Dayton Pump & Mfg. Co., Dayton, Ohio, U.S.A.

McClary's Galvanized Wares



Samson Tubs

Made of 24 gauge sheet-steel heavily galvanized to prevent rusting—The "Samson" is the heaviest, strongest tub made and will outlast several cheaper, lighter tubs.

Top reinforced with heavy iron rod, and bottom is double-seamed to body.

Fitted with large, steel barrel handles and "Neverslip" steel wringer rests securely riveted to body.

Nos.		4	5	6
Diameter of Top.	Ins.	20 x 11	22 x 11	25 x 11



Nestable Garbage Pails

The McClary cover-locking device works easily, locks securely and prevents spilling of contents.

Slip-over cover when locked, prevents escape of odors.

McClary Nestable Garbage Pails save valuable storage space, arrive in better condition and receive lower freight rate than pails shipped in the ordinary way.

Nos.		1	2	3	4
Dimensions.	Ins.	12¼ x 13½	13½ x 14⅝	15¼ x 17⅜	15 x 20½

No. 4 has side handle only.



"Manitoba" Pails

Manitoba Pails are specially adapted for contractor's and stable use, being made from 24 gauge sheet steel heavily galvanized to prevent rusting.

Fitted with extra heavy steel ears, half-round bail, wired top and strong bottom double seamed to body.

No.		400
Dimension.	Ins.	14¼ x 10¼



Samson Pails

A strong pail made to withstand rough usage—will outlast several cheaper, lighter pails.

"Samson" Pails are constructed of 24 gauge iron, coated with rustproof galvanizing.

Fitted with heavy steel reinforced ears, half-round bail, wired top and patented "Samson" bottom securely double-seamed to body.

No.		160
Dimension.	Ins.	12¼ x 11¼

London, Hamilton Toronto, Montreal **McClary's** **Winnipeg, Vancouver Calgary, Saskatoon**

St. John, N.B. **Edmonton**

McCLARY ON GOODS IS A QUALITY NAME

DART UNIONS

Dart Union pipe couplings give satisfaction in every way.

Your customer has no trouble connecting the joint, and it stays tight until he deliberately loosens it, then the union is just as serviceable as before.

You derive the benefit of the pleased customer. You get a good profit and sell a guaranteed union.

We aid you by advertising, demonstration work and restricted sale price.

Your jobber has them.

Dart Union Co., Limited, Toronto.

HAMILTON & STOTT

Consulting, Heating and Plumbing Engineers

PLANS AND ESTIMATES MADE FOR CENTRAL HEATING PLANTS



Selling Agents in Canada for the

"VERMONT" LOW DOWN CLOSETS

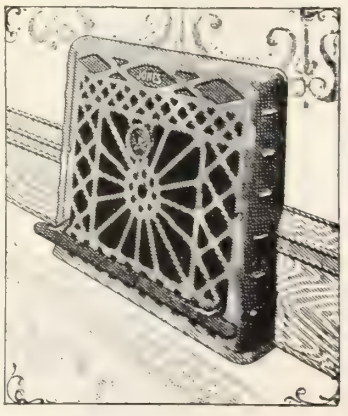
Every outfit guaranteed for three years. Once installed there will be no lost time in fixing ball cocks

We are also successors to the

Jones Register Company

and can promptly fill all orders for

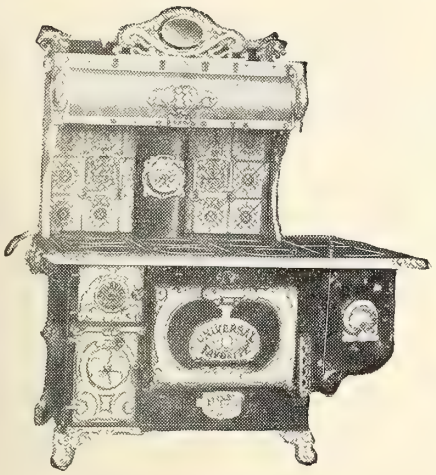
SIDE WALL REGISTERS



Howard Hot Air Furnaces and Howard Hot Water Boilers

Write us for quotations

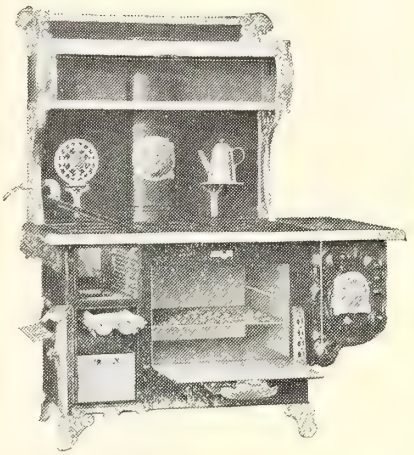
ST. THOMAS, ONTARIO



During 1912

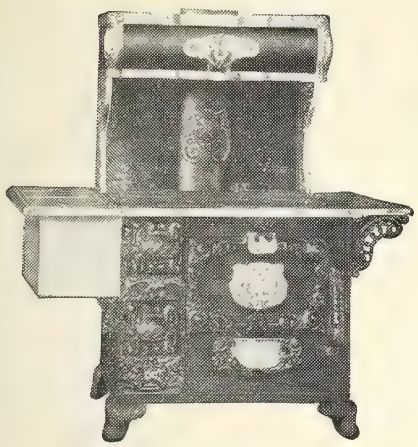
DEALERS WHO HANDLED

Favorite Stoves and Ranges



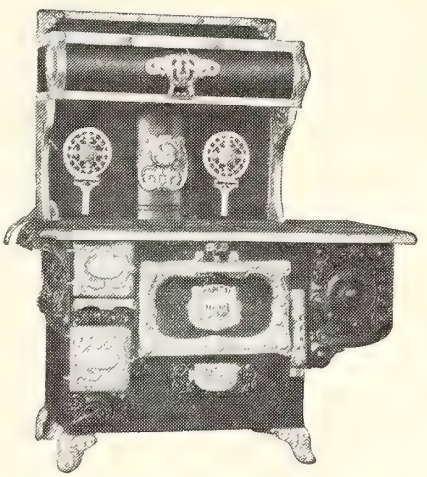
had no trouble with their stove business.

Every stove and range stayed sold and gave satisfaction. The reason for this was that Findlay's are stove specialists and give close attention to what some manufacturers might consider trifling details.

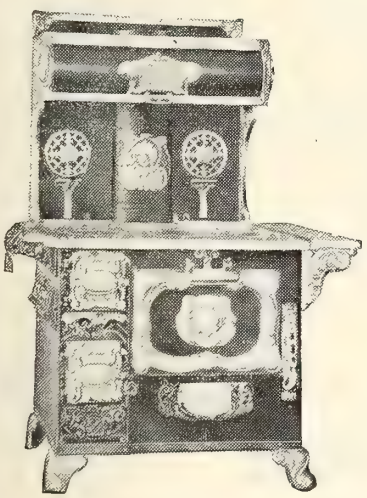


It goes without saying that a stove or range must have a good appearance to sell, but this is not all. It must also be right in construction. The joints must be tight and well fitted, and the castings smooth and true.

This is where FINDLAY'S FAVORITE LINE is strong.

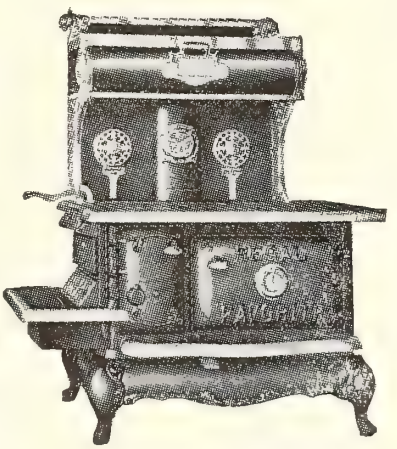


If your stove trade was not satisfactory last year write us and we will help you to make your stove trade for this year a paying proposition.



Our Line is Complete

If your Spring trade calls for a High Grade, medium or a light class of cast or steel stoves or ranges, we have them and carry a large stock both at our factory and Winnipeg branch.

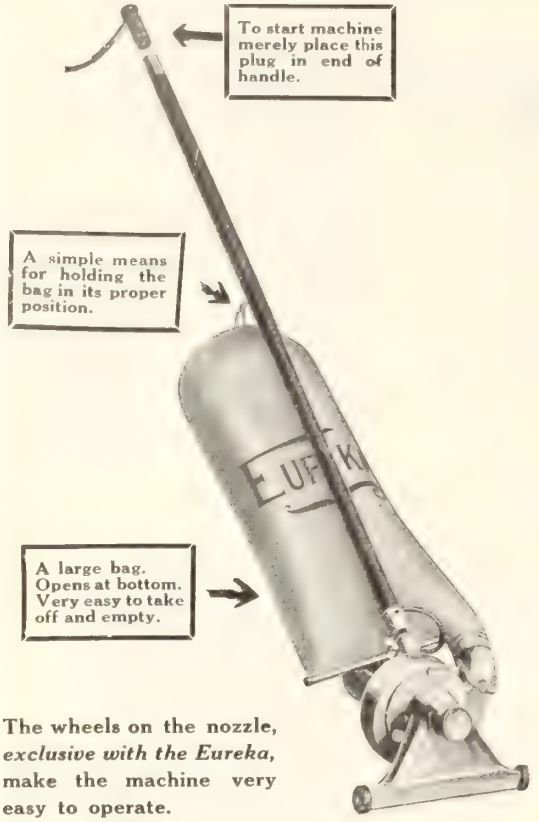


FINDLAY BROS. CO., LIMITED

Head Office and Works, CARLETON PLACE, ONT.
Branch House, - - - 260 Princess St., WINNIPEG

Wholesale Jobbers for N. Alberta: **REVILLON WHOLESALE LIMITED, Edmonton**

Distributing Agents: **For So. Alberta, D. V. COPE & CO., Calgary**
For British Columbia, GEO. D. HORSMAN, Vancouver



The wheels on the nozzle, *exclusive with the Eureka,* make the machine very easy to operate.

The Eureka Electric Suction Cleaner

demonstrated its great selling power at the Hamilton Hardware Convention last month. 52 were sold to Hardware dealers in four days! This machine has proven itself a valuable asset to the home. It's simply operated and adjusted and perfectly sanitary. It minimizes effort and is the most perfect machine at a moderate price ever invented, regardless of price.

Retails for only $45.00

A guarantee under seal is given with every Eureka Cleaner, ensuring perfect satisfaction to both dealer and user.

Write for descriptive circular and trade discounts

Onward Manufacturing Co.

BERLIN, ONTARIO

Toronto Retail Store: 423 Yonge Street

Western Distributing Agents
MONCRIEFF & ENDRESS, Ltd., Scott Block, Winnipeg, Man.


J.M.T. Globe Valve
Renewable Disc


Sight Feed Oil Cup
with Quick Stop
Attachment

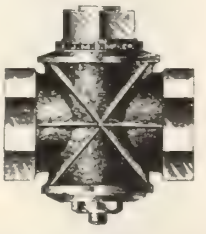

Grease Cup

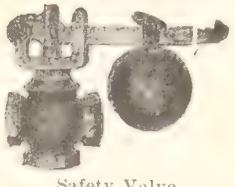



Gauge Cock


Quick Opening Radiator
Valve
Straight Pattern


Check Valve
With Drip Cock


Brass Steam Cock
Heavy Roundway Pattern


Safety Valve
Weight and Lever Type


Gem Ejector or Steam
Syphon

You can reap a good profit by selling

J.M.T. Steam Goods

and satisfaction is assured to the user. Every feature which conduces to efficiency and durability is embodied in construction, material and workmanship—the prices are right for the best in quality.

Catalogue upon request to the Trade

THE
Jas. Morrison Brass Mfg. Co., Ltd.

93-97 Adelaide St. W. TORONTO

To the Heating Trade

Every year in the past, we have had to turn down orders in the Fall because of the tremendous rush of business.

The main reason for this congestion is that many dealers leave their ordering to the last moment, making prompt delivery impossible.

ORDER NOW

Now is the time to place your orders

Your customers have their winter furnace troubles fresh in their minds

Get their orders now and let us know what stock you will need, and when

AND

YOU

WILL

GET

To help give you a quicker and better service, we have built a large foundry in Brampton, the best of its kind in Canada. This will help the situation but we need your co-operation—and all we ask you to do is to place your order early —That means **NOW.**

PROMPT DELIVERY OF "PEASE" FURNACES

Manufactured by

Pease Foundry Co., Limited

Toronto

Branches : **Winnipeg Vancouver Montreal Hamilton**

Works : **Brampton, Ont.**

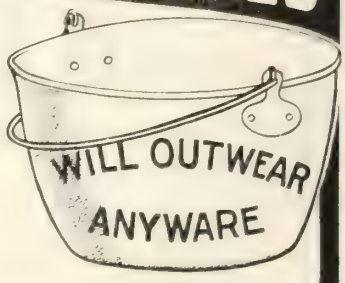
OAKVILLE PURE ALUMINIUM COOKING UTENSILS

WARE MFG. CO. LTD. OAKVILLE PURE ALUMINIUM WARE

MADE IN CANADA

Best Goods
Best Prices
Best Deliveries

Write to-day for our Special Bargain Assortment Offer for this month



THE WARE MFG CO. LIMITED, OFFICE & FACTORY OAKVILLE, ONT.

Moncrieff & Endress
Limited

Winnipeg Man. — TRADE M&E MARK — Vancouver B. C.

Western Distributors for :—

WARE MFG. CO., OAKVILLE, ONT.
Oakville Cooking Utensils

ONWARD MFG. CO., BERLIN, ONT.
Onward Sliding Furniture Shoes

EUREKA VACUUM CLEANERS

"M. & E." GUARANTEED PLIERS

ANTI-SOOT
Twentieth Century Chimney Sweep

"JANUS" VACUUM BOTTLES

Stocks in Winnipeg and Vancouver

WRITE FOR PRICES AND PARTICULARS

YOU

should have a copy of our handsome New Catalogue for 1913.

REMEMBER

that we devote our whole time, attention and energy to the needs of

THE WEST

This catalogue is to be in the hands of all Western Dealers. If you have not received your copy send us a post card to-day.

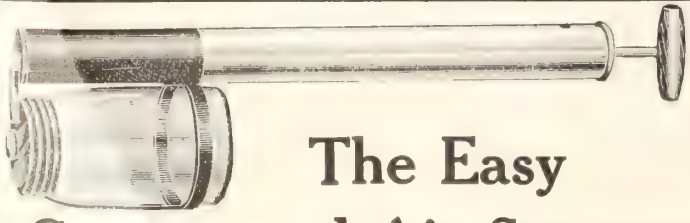
Winnipeg Ceiling & Roofing Co.
Sheet Metal Manufacturers

P. O. Box 2185 — Winnipeg, Man.

CALGARY
Sheet Metal Mfg. Co., Ltd.

SASKATOON
MacKenzie & Thayer Ltd.

EDMONTON
Marshall Wells Alberta Co., Ltd.



The Easy Compressed Air Sprayer

Tank of galvanized iron. One gallon capacity, automatic or continuous spray. Something new and a great seller.

These will be rapid sellers in 1913. Write for prices now.

The COLLINS MFG. CO., 413-415 Symington Ave., Toronto, Ont.

The Crown Sprayer

Ordinary one quart fruit jar, spraying fruits vegetables and fly oil for cattle. A new jar can be put in any time.



"The Empire Line"

"Did you see them at the Hamilton Exhibition?"

The "Empire Steel"

A handsome up-to-date Steel Range, classy finish.

Two sizes—918, 920

Made of heavy blue polished high-grade steel.

It has the best constructed oven of any steel range on the market.





The "Empire Canopy"

18 inch oven, 6 covers

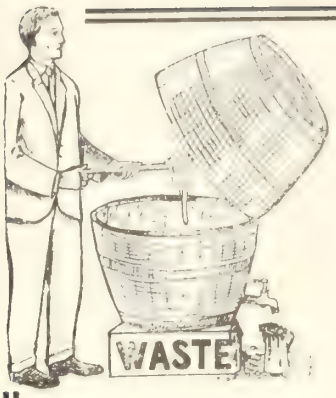
Moderate in price, but up-to-date and handsome. Sells on sight. Material and workmanship of the best.

Canadian Heating & Ventilating Co.,

Owen Sound, Ont.

LIMITED

Montreal **Winnipeg** **Vancouver**



"Foots" and "Fats" Absorb Your Profit

If you want convincing proof of how this first cousin to a "mother" in vinegar eats your profits, saw in two your next empty barrel of paint oil.

Note the thick or thin coating, according to the time taken to empty the barrel, hanging to the sides from the top down to the dregs at the bottom. This coating is the "foot" and dregs are the "fat" accumulations. All of this is useless.

It is Your Real Money Lost

Paint oils are too expensive to waste any part of them. That coating represents the "cream" of your profit—it may consist of two, three or more gallons—it is the residue of the oil after the penetrating qualities have evaporated or been absorbed by the wooden staves, etc.

And the dregs at the bottom should never have been left but drained off. This is practically impossible when using the original package for storage purposes. In fact, you should

Sell All the Oil You Buy

This is made possible and practical by installing a Bowser Safe Oil Storage System. There is no evaporation, absorption or loss of any kind with them. Why? Because the tanks are made of the best galvanized steel. The fill, gauge and return pipes are always hermetically sealed in oil. The venting system allows only enough air to enter to exactly replace the oil drained out—not a breath plays accross the oil or expands and contracts with the fluctuation in temperature. The oils are drawn out by a self-measuring pump regulated according to Government standards, and discharged directly into the customer's container without the use of gummed-up dust-covered measuring cans, funnels, etc., and the pump records all the oil sold.

AS GOOD AS AN INSURANCE POLICY—These outfits are made to conform to that measure of safety prescribed by the National Board of Fire Underwriters. This is the last word on Safety. And you pay but one premium. The outfit soon begins to pay you a steadily increasing yearly premium, besides reducing your present premiums on other goods.

PACKED AND CRATED READY FOR INSTANT USE—These outfits are designed to handle your paint and lubricating oils on a scientific labor, time and money-saving basis. There are single units that may be assembled in battery formation or used separately that will fit your purse and needs.

But why go on? There are so many interesting facts regarding the conservation of oils that space will not permit touching on more than one or two. Send for our illustrated book—it will pay you for the trouble. Mailed free upon request.

S. F. BOWSER & CO., Inc.

66-68 Frazer Avenue

Toronto, Ont. : Canada

Made by Canadian Workmen and Sold by Canadian Salesmen

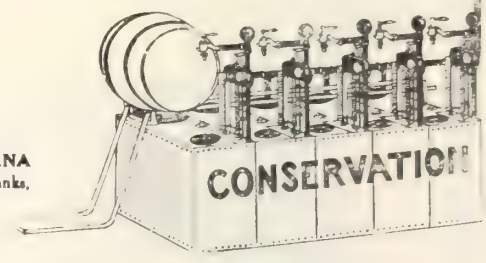
Branches:

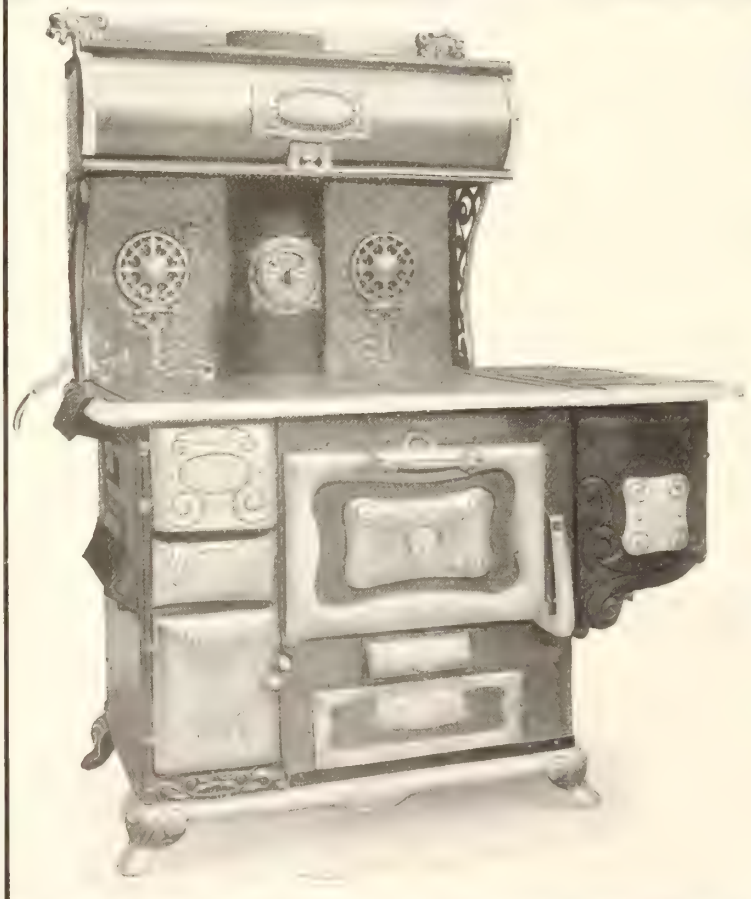
32 Victoria St., S.W. LONDON 5 Rue Denis Poisson, PARIS

JOHANNESBURG BUENOS AIRES MEXICO CITY PORTO RICO HAVANA

Original patentees and manufacturers of standard, self-measuring, hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.

Established 1885.





Our Silver King

Can be sold at your own price

It has six good practical *exclusive* features that places it beyond competition.

Not one of the following six features can be had on any other make of range.

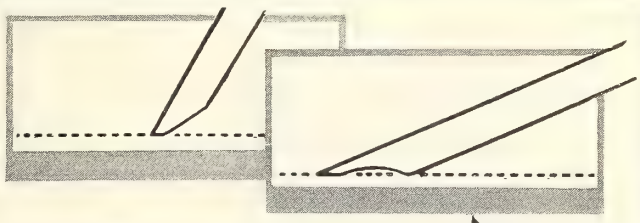
The Aerated Fire Box
The Coppered Steel Oven
The Ash Pit Check
The Lower Warming Drawer
The Reversible Fire Linings
The Round Cornered Flues

A postal will bring you further information

Copp Stove Co., Limited

Factories at FORT WILLIAM, Ont.
Warehouse and Sales Office at WINNIPEG, Man.





The edge at the right is the only RIGHT EDGE

It's the acute — keen-cutting — long-lasting edge that makes all broad-bevelled tools do their best. See the ***concave curve*** —just like a hollow-ground razor.

The edge at the left is the ***wrong*** kind of edge. It's ***convex.*** Works slowly—dulls quickly. This edge results from letting the tool slip up and down on the grinder wheel.

To get the ***right*** edge, to get the hollow-ground bevel—and to get it quickly—you need a PIKE BEVEL GUIDE. This is the only successful device of its kind and is an exclusive, patented feature of

The Pike Bevel Guide
See it in the picture above as used for chisels, plane-irons, etc.



For Grinding Drills



For Grinding Scissors

PIKE PEERLESS TOOL GRINDERS

These grinders combine high ***speed*** with great ***power***—a rare combination in grinders. This means that, with the aid of the Pike Bevel Guide, it is easy for even the beginner to grind tools as true as an expert.

Pike Peerless Grinding wheels are made from Crystolon—an electric furnace product with crystals as hard and sharp as diamond points and so brittle that they break as soon as dull—thus constantly presenting a surface of new, sharp-pointed teeth that simply ***eat*** away steel on which even your best file would slip. And yet these crystal teeth are so many and so tiny that a Crystolon wheel lasts almost indefinitely. Crystolon cuts ***fast***—and yet it cuts ***cool*** so as not to "burn" the steel.

Pike Peerless Grinders are made for "keeps"—***couldn't be made better.*** Spur gears machine-cut from pressed steel blanks—case-hardened pinions, positively eliminating chance of gear-stripping—machine-finished casings, oil-tight, dirt-and-dust-proof. Every part made so honestly that they are

GUARANTEED FOREVER

against all mechanical imperfections. Pike Peerless Senior (6 in. wheel) $7.00. Pike Peerless Junior (5 in. wheel) $5.00. Foot power attachment, $1.50 extra. Other Pike Grinders from $3.00 up. At most hardware and tool stores. If not in your town, send for illustrated folder showing full line and the scientific principles of hollow-ground bevels.

FREE *In writing for the Grinder folder, send us your dealer's name and 4 cents for packing and mailing, and we'll include FREE, a Pike India Vest Pocket Stone for pocket knives, office use, etc., also our famous book, "HOW TO SHARPEN." You'll be pleased. Write today.*

PIKE MANUFACTURING CO., 23 Main St., Pike, N. H.

Black Jack

Sold by all Jobbers



3/4 lb. tins
3 doz. in case

Quick Clean Handy

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

There's a Good Sale For Them

Manufactured solely by

Gutta Percha & Rubber, Limited

Successors to

The Gutta Percha & Rubber Mfg. Co. of Toronto, Limited

TORONTO MONTREAL WINNIPEG
CALGARY VANCOUVER



This Is The Time To Order

LIGHTNING FREEZERS

They are always in demand and well advertised. They are easily sold and stay sold, which means a good **net** profit to the dealer. Better place your order now, for shipment later if you like.

Your Jobber Will Supply You

NORTH BROS. MFG. CO.
PHILADELPHIA, PA.

Flat Rolled Steel

"BEST BRIGHT FINISH"

Just the stock for nickel plating, stove rings, facings, corner pieces All widths, thickness and tempers

Send for Illustrated Booklet

United States Steel Products Co.
MONTREAL, QUE.

Cotton Waste

Made in Canada

Our brands for sale by Hardware and Oil Dealers

Polishing Grades—Cream, White.
White Grades —XXX Extra, Grand, XLCR, Empire, Star.
Colored Grades —Fancy, Lion, Standard, RR.

Made By

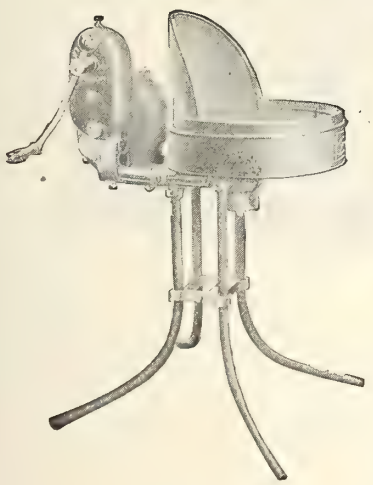
The Dominion Waste Mfg. Co., Limited

SOLE SELLING AGENTS

Scythes & Company Limited

18-22 Church Street TORONTO — ALSO HEADQUARTERS FOR — **33 Common Street** MONTREAL

Cordage, Twines, Cotton Duck, Tents, Tarpaulins, Flags

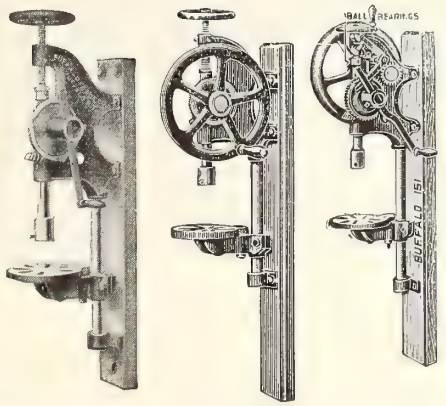


No. 625

The World's Standard River Forge. Has full size 12-inch blower, operated by crank. Will last and do good work years after other forges are worn out.

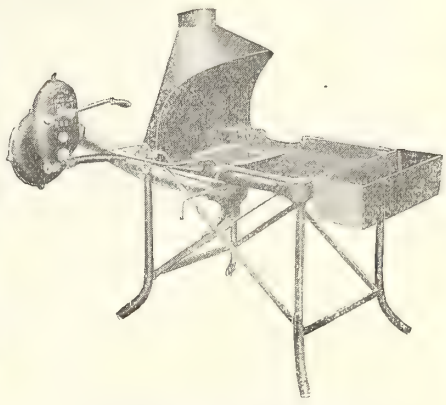
"MADE IN CANADA"

Catalogue No. 144 on request



No. 149 No. 150 No. 151

Buffalo Ball Bearing Post Drills. We make a complete line for Blacksmiths, Horse Shoers, Farmers, etc.



Buffalo Forge No. 650 with the Famous "200 Silent Blower," 1911 model.

"Buffalo"

Forges, Blowers, Drills *and* Exhaust Heads

The eyes of every user of blacksmith tools are upon the "Buffalo" line. If you want to travel along the line of least resistance, offer your customer the "Buffalo" forges, drills, blowers, punches, shears and other blacksmith tools. Ask us for catalogue and information which will bring to you trade which may now be passing by your door.

Canadian Buffalo Forge Co., Limited

MONTREAL



Buffalo Exhaust Head

Big Ben



Let Big Ben do your Advertising

You can buy Big Ben with your name on dials in lots of 24.—Your customers will take them right into their homes, give them a place you could not purchase if you tried—and pay you a premium of 50% for the privilege of reading your Ad every day in the year.

Big Ben's retail Canadian price has been fixed at $3.00. In lots of 24 with your name on dials he costs you exactly $1.90 net apiece. If you buy them in lots of 24, you make over a dollar on every one you sell. We are packing Big Ben specially for Canadian trade, 6 in a box with a full set of posters.

On an order for 12 you will receive a mahogany display stand—on an order for 24 two display stands, an outdoor metal sign and a complete assortment of posters.

Big Ben comes in either finish, nickel plated or polished brass, with $3.00 price tag attached.

With your name on the dial they have to come from *Westclox* at *La Salle, Illinois*, so count on six weeks for delivery.

Dealers' names printed free on dials in lots of 24 of one finish only.

In broken lots, $2.05 each less 2%. In case lots of 24, $1.95 each less 2%.

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOLUME FIVE | TORONTO, MARCH, 1913 | NUMBER THREE

PUBLISHED ON THE TENTH OF EACH MONTH BY

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CIRCULATION MANAGER — JOHN A. GIBSON

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Educating Customers to Pay Cash.

Much enlightenment was thrown upon the perturbing questions of cash and credit methods of doing business at the recent convention of the Ontario Retail Hardware and Stove Dealers' Association.

The subject came up for consideration at two sessions of the convention, and the zest with which it was discussed showed the keen and lively interest that is being taken in it by hardwaremen generally.

It was quite evident from the concensus of opinion expressed that very few were prepared to adopt a strictly cash trade. Some had tried it and discontinued it. Others deemed it practical but confessed they had not the courage to put their belief to a practical test.

That which seemed to find favor with most of those present was what might be termed a middle course. In other words, a scheme which would encourage customers to pay cash. Many said they were trying this. Some were giving a discount of 4 to 5 per cent. for spot cash. Others made a difference in the price, charging higher when purchases were to be charged and lower when cash accompanied order. Others again gave coupons which were redeemable after certain minimum purchases had been made.

It was most significant that those who had tried these various schemes were most enthusiastic over the results obtained and would under no consideration return to the old system.

While in the days to come a strictly cash system may be possible throughout the Dominion, it is quite evident that there is no prospect of even a majority of retailers adopting it in the immediate future. Some will not adopt it who might successfully do so, because they are deficient in courage. Others cannot adopt it because of adverse local conditions. But a scheme, such as discounts, which demonstrates to a farmer or any other consumer that he can, by paying cash, save more than the 3 per cent. which the bank pays him on his deposits, naturally gives him a series of practical object lessons in regard to the economy of cash payments for merchandise. And one of the interesting features about the scheme is that it can be inaugurated on short notice. As a result of what they heard at the recent convention we may expect a good many hardwaremen in Ontario to join the forces of those who are making it worth while for consumers to pay cash for the goods they buy.

Hardwaremen who keep their eyes open for buildings that need a coat of paint ought to be doing a good business in this line a few weeks hence.

Worth Filing for Reference.

The articles which are printed in this issue regarding the retailers' convention and the manufacturers' exhibition in Hamilton will undoubtedly interest every hardwareman.

Even those who were present will find the reports of the various meetings and functions interesting. They will be reminded of much that they might otherwise forget. As there was so much to be seen and so much to be heard there will also be found much that is new and interesting even to the most ubiquitous of those present.

The Hardware, Stove and Paint Journal had a large staff in attendance for the purpose of thoroughly covering every phase of both the convention and the exhibition. The fact that we succeeded in accomplishing that which we set out to do enables us to present our readers with much that will no doubt be new to many who were on the spot.

To retailers who did not visit Hamilton this issue of the Journal should prove particularly interesting. The most important proceedings of the convention are reported verbatim. This is particularly true of the discussion of the various subjects brought out by the Question Box.

Practically the only thing that those who carefully peruse the articles regarding the convention will miss by not having been present in person, will be the atmosphere that surrounded the convention, the exhibition and the social functions. That cannot be transmitted by printers' ink. It is unfortunate that it cannot, for the atmosphere was of a most inspiring nature. Retailers learned as they never did before that "men could brothers be," even when engaged in the same line of business in the same town. They also became obsessed with an ambition for better business

methods and a desire to co-operate for bringing the same about.

Both those who were present and those who were not will find it worth their while to carefully file away this issue of the Journal for the purpose of referring to it from time to time as they undertake to work out, as many of them no doubt will, the suggestions made and the problems dealt with at the convention.

Leaks in the store sometimes open the floodgates of ruin.

Tax Reform and Politics. It would be a great pity if the movement for tax reform in the Province of Ontario degenerated into an issue between the two parties in the Legislative Assembly. Yet this is the direction in which it seems to be drifting, or rather is being forced.

The question is a very delicate one, and concerns not the few, but the many. To throw it into the political arena as a bone of contention would prevent its being discussed in the cool, calculating and business-like manner that its importance demands.

It was not the politicians that projected the discussion on tax reform in the first place. It was the business men who were dissatisfied with the inequalities and burdens which exist under the so-called business tax. It is not one class alone that is dissatisfied. All classes are dissatisfied. And manufacturers, wholesalers and retailers have all passed resolutions condemning it.

As an alternative many have suggested that a greater proportion of the taxes be levied on land, and that business men and others be not penalized on improvements on factories, warehouses, stores and dwellings, as is to all intents and purposes the case under the system now in vogue. At the last convention the Canadian Manufacturers' Association put themselves on record in favor of substituting some such system in preference to that now obtaining. They certainly were not actuated by any political motives. And it is difficult to conceive why anyone else should be.

But the average politician is an animal whose ways are past finding out. Sometimes his blindness, like that of the mole, leads him into a trap. Possibly this is the fate awaiting those who are struggling to make tax reform a political issue.

Your profit does not depend so much upon the price at which you buy as upon the price at which you sell.

Canada is America's Best Tin Plate Customer. An official statement issued by the Bureau of Statistics at Washington shows that Canada is far and above the best individual foreign customers that the tin plate manufacturers of the United States possess. A reference to our own official returns show that last year Canada bought more tin plate from the United States than she did from Great Britain. This is the first time it happened, but it was not unexpected. The tendency of trade has been in that direction for some years.

Last year trade conditions in the United States made the purchasing of tin plate in that market particularly attractive to Canadian importers. In other words prices were more favorable in the American than in the British market, and it was at the same time easier to make time contracts, while less difficulty was experienced in securing delivery. The natural consequence was a largely increased trade.

According to their own figures, of the total exports of tin plate from the United States practically 47 per cent. came to Canada. The Canadian trade returns show the quantity to be 666,494 hundred weight valued at $2,148,688.

This is an increase of 183 per cent. in three years.

Our imports of tin plate from Great Britain were, on the other hand, the smallest for a great many years. They were only a little more than one-third the quantity we imported from the United States. To be exact the quantity was 249,472 hundred weight valued at $896.520. This was a decrease of a little more than 50 per cent compared with the previous year.

It is hardly likely, however, that American tin plate will secure as large a proportion of the Canadian market during the next, as it did in the past, year. This is due to the exceedingly good trade which has developed on their home market. Instead of being able to give Canadian importers prompt delivery as they were a year ago they will not now accept orders except on four to six months' time. In fact in some instances they will not give a specified date for delivery. Some of the manufacturers in Canada who have been relying largely of late upon American tin plate are experiencing a great deal of inconvenience on account of the non-delivery of orders placed over four months ago.

Under the conditions now prevailing a good many orders are again going to Great Britain. Next year's figures may tell a slightly different tale.

It pays to be tactful and just with salesmen as well as with customers.

Store Service. The best of advertising campaigns will be greatly minimized in effectiveness unless accompanied by effective service in the store.

The absence of this service is the explanation of many an unsatisfactory advertising campaign.

There are business men of all kinds who seem to think that all they need do is to insert an advertisement in the newspapers and then sit down and wait for customers to flock into their store in droves.

No dreamer ever had a worse delusion.

Service is the right hand of advertising. And business without either is crippled.

Time and again merchants have been known to advertise special prices for certain articles and leave their clerks entirely in ignorance of the fact. This is certainly not conducive to service. There is one thing to which it certainly does tend, and that is disorganization. This is the very antithesis of co-operation.

To make the window displays co-operate with the advertisement is to greatly enhance the value of the latter. The practice of the leading department stores and that of many retailers is a proof of this.

The one tells the story in print. The other gives an ocular demonstration.

Service implies a bright, clean and attractive store, one that will prove attractive to women as well as to men.

Good service creates confidence. That quality cannot, however, be created in a day. It comes through a process of evolution. Here a little and there a little. A little courtesy to-day. A little attention to-morrow. Goods never being other than they are represented to be, and goods delivered when it was promised they should be.

Service does not come from the right performance of one or two things. It is in the performance of many things, with the whole tenor of the store and its organization being bent in the direction of satisfying and pleasing customers.

Boosting Foreign Hardware at Expense of Canadian

JUDGING from the tone of the advertisements of retailers here and there, and even those of an occasional jobber, there is a decided tendency on the part of some of them to boost foreign made goods at the expense of the Canadian made article.

That wholesale and retail hardwaremen should confine their energies to home-made goods and ignore altogether the imported article, none but unreasonable men would for one moment advocate. There are certain lines of imported goods which every hardwareman must carry in order to keep his stock in proper condition.

But what does seem an incongruity is for certain dealers to persist in making statements in their advertisements to the effect that this and that imported article is superior to that made in Canadian factories.

Undoubtedly there are certain lines carried in retail stores that are superior to those made in Canada; but this granted, is it wise to emphasise this fact either in advertisements or when selling goods over the counter? But to make matters worse, the statements are not always strictly accurate. Imported goods are by no means always superior to those made in Canadian factories, in spite of the fact that they are in certain instances advertised as such.

In the manufacture of hardware, as in many other lines, Canada is gradually making a name for herself. In fact, in regard to many products, her position is enviable. The quality of many lines is at least the equal, if not the superior, of the imported article.

But the trouble is that when retailers persist in paying homage to foreign-made goods, they are undermining the confidence of consumers in Canadian-made goods generally. It is herein that the greatest evil of the practice lies.

In the distribution of merchandise there is no factor so potent as the retailer. He is the distributor in the last resort, and his attitude towards this or that line, provided he is really a salesman, determines the measure of success it meets with on the market.

Should not his attitude, therefore, towards Canadian made goods, be friendly rather than otherwise? We are of opinion it should.

At any rate should there be certain lines of Canadian goods toward which you cannot be friendly, do not "knock" them.

Some Impressions of the Hamilton Convention

By W. L. Edmonds

Inauguration of a New Epoch.

Impressions many must have made their indelible mark upon everyone who was fortunate to attend the convention of the Ontario Retail Hardware and Stove Dealers' Association and the exhibition of the Canadian Hardware Manufacturers' Association in Hamilton during the third week in February. I do not see how it could have been otherwise. He who was not impressed must have been unimpressionable. It was what might be termed a two-in-one event, which will never be forgotten. Other events of the same kind may surpass it. In all probability they will, for both the hardware manufacturers and the hardware retailers are imbued with a spirit of co-operation and progress which is bound to lead to better things. But whatever there may be in the lap of the future the event 1913 will be remembered as working a new epoch both in regard to conventions and exhibitions relating to the hardware trade.

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Manufacturers Made Good.

It was the first occasion on which the exhibition was controlled and managed by the manufacturers themselves. And the association that was formed in Guelph last year for that purpose has made good. The exhibition did well when managed by the retail organization. When one considers the stupendous task of getting such a number of exhibits together and managing the exhibition when it is opened, the wonder is that the officers of the Retail Association did so well. To manage a convention of retailers and an exhibition of manufactured products is too great an undertaking for any one board of officers.

The proof of the pudding is in the eating. And the wisdom of the decision that was made at Guelph last year to leave to the manufacturing and retailing branches of the hardware trade the duties appertaining to their respective field has been proved by the success which has been attained.

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An Improvement All Round.

The retail convention was better than ever. The hardware exhibition easily eclipsed all its predecessors. The Americans who came upon the scene direct from the hardware exhibitions in Buffalo and Detroit, said that it easily eclipsed both, while one American, who is now a manufacturer in Canada, was emphatic in his declaration that it surpassed any similar exhibition which he had ever seen in the United States. And he has seen many during his long business career.

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Retailers Who Lost Money.

If there was one thing that obsessed me as I day after day examined the exhibits, listened to the discussions and mixed with those manufacturing or selling hardware, it was how any man in the retail trade could imagine that he made more money by remaining at home and selling goods over the counter than he could by being present at Hamilton on this particular occasion. Of course, there are some whom it would not pay. They are those who cannot appreciate an idea or absorb information. But it is not those to whom I have reference. The ones to whom I have reference are those who have ideas themselves and are desirous of acquiring more information, but who have not yet become acquainted with the vitalizing atmosphere that surrounds a convention and exhibition such as that held a couple of weeks ago in Hamilton. To such men as these, conventions and exhibitions are of inestimable value. There isn't any question about it. The number of retailers of this class who were in attendance at Hamilton was undoubtedly larger than at any previous joint exhibition and convention; but it was because there were still so many good retailers who did not put in an appearance that puzzles me. But we are all going to school, and we shall learn and unlearn many things as time goes on.

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Many Retailers Made Money.

That it pays to attend conventions of retailers and exhibitions of manufacturers is no longer doubted by those who have had experience. And this is particularly true of those who were privileged to attend the affair at Hamilton. The skeptics in regard to the benefit of retail conventions and exhibitions, like those who are skeptics in regard to religion, are usually found among those who are without experience.

At nearly all convention there are to be found men who doubt whether it is good for them to be there. But there are conventions and conventions. Some conventions may be better than others; but all are good to those who are mentally alert for ideas that will help them to employ better business-getting methods. Even a score of men getting together and exchanging experiences and ideas would absorb enough from each other to ensure making the venture a profitable one. But when some three hundred of them get together, as was the case at the recent convention, there cannot be any question as to the benefit to be derived.

In new ideas and fresh inspiration it paid some ten fold; others an hundred fold.

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Ideas From the Question Box.

If there was one feature of the convention that was outstanding in its benefits to retailers present it was the Question Box. Two evenings were devoted to this feature of the convention, and those who attended must have returned to their homes loaded up with ideas, the working out of which will keep them employed until the next convention comes around; and even for some time beyond.

It was never a question of keeping up the supply of questions in the box. It was merely a question of sorting out a few of the most practical from the scores that were handed in by the eager delegates. President L. C. Abbott, of the National Retail Association of the United States, who was present on the second evening, sat in open mouth astonishment at the never-ending supply of practical questions which were submitted and the freedom and readiness with which they were discussed. At any rate he said he was astonished, and he looked it. The fact that the Question Box was kept going until far into each night and then was adjourned

in order to allow the delegates to retire by midnight, was something he never heard of before in his long association experience. I inferred from what he said, that in his experience the difficulty was in being able to secure the necessary supply of subjects in order to keep the mill grinding till the hour of adjournment came round. At the Hamilton convention there were enough subjects to keep the mill grinding all spring.

From the experiences related and the suggestions offered, a fund of information was obtained that must have paid every retailer with a receptive mind for the cost entailed in attending the convention, no matter from how far he might have journeyed.

The subjects which struck me as being of a particularly practical character were those relating to the shortening of terms of credit; securing cash payment for goods; methods of conducting the stove trade; how to make eavetroughing more profitable; prices for furnaces; selling supplies to local factories; and the factors which should be considered in determining the price at which an article should be sold.

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Fraternizing Was Profitable.

But the Question Box was not the only source from which valuable ideas and suggestions were gleaned. Probably just as many were gleaned in the groups of twos and threes or more which gathered in hotel corridors and other quiet spots, and discussed business methods and swapped experiences with as much freedom as if they were all partners in one concern and not keen competitors.

Such sights as these maketh the heart glad, for it removes or modifies the asperities which are too often created by competition.

When competitors rub shoulders they discover that the "other fellow" is not a bad sort of a fellow after all. And thus is learned the difficult lesson that each has a right to live and that each can live better when there is co-operation and not antagonism. It is worth a great deal to attend a convention even for this alone, even if its value cannot be computed in dollars and cents.

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The Exhibition as an Asset to Retailers.

An asset which must have been valuable to many a retailer was the exhibits of the Canadian Hardware Manufacturers' Association. A retailer, until he visits an exhibition such as that seen at Hamilton, may naturally presume that he knows pretty well what is made in Canada in his line of business, and that there is little or nothing for him to learn in this respect. Generally speaking his presumption may be correct. When he carefully inspects the different exhibits he learns that, strictly speaking, he is not correct. There is a line here and there about which he was in ignorance. At any rate that was the experience of many retailers who attended the exhibition at Hamilton the other day.

"I never knew you made as many lines," was the confession more than one retailer was heard to make to men in charge of booths.

And to the retailer it is important that he should have an experimental knowledge of the hardware lines that are on the market as well as it is important to the manufacturer that he should possess this knowledge.

In my opinion the retail hardwareman has more to lose from not visiting an exhibition like that conducted by the Canadian Hardware Manufacturers' Association, than he has from not seeing the large general exhibition of manufactured goods such as is to be seen annually at Toronto. The one is specific; the other general.

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Benefits That Accrue to Manufacturers.

While much benefit must naturally accrue to the retailer from the information he gathers from visiting such an exhibition as that recently seen at Hamilton, it is the manufacturer himself who necessarily gains the most. This naturally follows even if he does not gather in a large sheaf of orders while the exhibition is in process.

In the first-place he is able to give to the trade and to the public an ocular demonstration of the goods he manufactures. It is all very well for him to maintain that he has been so long in the business that every retailer is conversant with the lines he makes. As a matter of fact every one is not so conversant, as was demonstrated more than once during the recent exhibition. Even some retailers who were on the list of customers were not, in some instances, conversant with the full line manufactured. The confessions made are proof of this. It is only by seeing and handling the goods that full information can be obtained, for in many manufacturing industries the travellers cannot carry samples of all lines. And the chief use of catalogues is as books of reference. Advertising helps a great deal. It blazes the way, and gives the retailer a wide knowledge of the goods that this and that manufacturer turns out, so that by the time the traveller appears on the scene the dealer's mind has been put into a favorable attitude. But it is when the retailer sees and handles the goods that he is best able to determine their merits. At an exhibition his opportunity for doing this is, of course, greatly enhanced. A good many orders booked at the recent hardware exhibition were attributable to this fact. It was also due to this fact that a good many new accounts were opened up. One manufacturer told me that he opened up a dozen new accounts in this way.



FOUR PROMINENT CONVENTION FIGURES
Retiring Presidents Madole and Bittues with President Occomore (retailers) and Secretary Tobin (exhibitors)

The success which accompanied the exhibition is a

pretty good guarantee that next year will witness greater anxiety on the part of many manufacturers to secure space than was apparent this year.

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Why the Exhibits Were Purely Canadian.

The fact that the exhibits were confined to Canadian manufacturers has created some adverse criticism. At first glance there appears to be good reason for the criticism. But a moment's reflection will, I think, persuade most men that little else could be expected. The exhibition, it must be remembered, was not ran by the Retail Hardware and Stove Dealers' Association. It was run by an association of manufacturers of Canadian-made goods. It was therefore designed to be an exhibit, pure and simple, of Canadian-made goods appertaining to the hardware trade. For foreign goods, therefore, to have been admitted would have been an incongruity. The object of the manufacturers' organization was to show by ocular demonstration what purely hardware lines were being made in Canada. If they had given space to one or a dozen foreign manufacturers the exhibition could not in the strict sense of the term been a Canadian exhibition, and to that extent would have left itself open to ridicule.

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A Fairly Representative Exhibit.

While every line of hardware was not represented at the exhibition, the general display was fairly representative, and would have been more so had more manufacturers participated. But as it was the exhibition was an eye-opener to many. And to none more than to the many hundreds who visited it when the doors were thrown open to the public.

In no branch of manufacturing in Canada has the development been more marked during the past few years than in that apertaining to hardware and associated lines. Even ten years ago an exhibition as complete as this in all its details would not have been possible. And next year is destined to see the exhibits still more representative of Canada's hardware manufacturing industry.

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Importance of Organization the Keynote of the Convention.

One thing that must have impressed a great many who attended the convention was the stress that was laid on the importance of organization. It seemed in the air. That it was in the mind of nearly everybody was evident from the way it outcropped from time to time during the various sessions of the convention. The mere mention of the word "organization" or "co-operation" was sufficient to create loud applause and to induce someone to dwell upon its importance.

Never in the history of the hardware trade of Canada was the concensus of opinion in favor of organization so strong as it is to-day, and at no convention was it probably as clearly manifested. And it was most significant that the strongest and most expressive words used in the advocacy of organization came from the president of the Manufacturers' Association. He recognized that the more perfect the organization of the retail and manufacturing branches of trade are the more readily will differences that may crop up be adjusted.

It was not that they may fight the better that organization was urged. It was that they might co-operate the better. The spirit which prevailed, particularly during the joint sessions of the Canadian Hardware Manufacturers' Association and the Ontario Retail Hardware and Stove Dealers' Association, very clearly indicated this.

Why I am a Member of the Retail Hardware Association

By H. Occomore

EVER since I have been in business I have been an ardent advocate of trade associations, and being somewhat of an enthusiast in retail trade matters, I got into the habit of studying the doings of the association through the columns of the trade journals. I began to think that here was an association live and active, where there was something doing; and one day, meeting the Secretary, Mr. Wrigley, and receiving a personal invitation to attend the London convention, I attended, and became interested from the beginning.

The most interesting features to me so far have been the opportunity it has afforded me of meeting fact to fact with so many others in the trade, relating experiences, exchanging ideas, and learning from one another ideas as to the best methods of doing business. This has been especially brought out in the question box discussion, which to me is one of the most enjoyable features of the whole convention programme. More especially has this been so in the last convention in Hamilton.

The more I think about it the more I am convinced that an association can be made of great benefit to the retail hardware trade. If we can bring the men in the different towns and cities closer together and come to a proper understanding with one another, being more ready to extend the hand instead of the foot, remembering at all times that the "live and let live" policy is much more preferable to the "every man for himself" one.

If we can accomplish something along this line during 1913, I think that any efforts on the part of the officers will be worth while.



H. Occomore, Guelph.

Beginning in January 1896 Mr. Occomore spent three and a half years learning sheet metal work with Adam Hall, Peterborough; seven years with F. Occomore & Co., Collingwood (now White's Ltd.,) three of these years were exclusively hardware and four mostly in the workshop; one year in Northern Ontario (Thessalon and other places); two years with the Gurney Foundry Co., Toronto, much of the time on the road installing furnaces. The past thirteen years have been spent in Guelph, he ten years ago opening a small jobbing shop and one year later taking over the present business from A. Rumford. Mr. Occomore specializes on the sheet metal department, which has always been his best end, featuring granite ware in the front store and aiming to have one of the most complete assorted stocks of enamel and kindred wares in Ontario.

Canadian Hardware Manufacturers

Men who are helping to build up the manufacturing industries of Canada

THE new president of the Canadian Hardware Manufacturers Exhibitors' Association—the organization that is preaching the sound gospel of building up Canada by supporting Canadian industries—is not a Canadian by birth. M. R. Griffiths, the new president, has spent all his life under the British flag, however, he having first seen the light of day on the Island of Barbadoes in the British West Indies, where he grew to manhood, studied electricity and won a Government position as supervisor of the telephone system for the Leeward Islands.

Nine years ago, however, his six feet of robust young manhood yearned for a wider sphere for his endeavors, so Mr. Griffiths resigned, and after a few weeks in the States he came to Canada and decided that in this country, just then in the beginning of its wave of prosperity, he would carve out a place for himself. His experience having been in electrical construction work, he found employment with the Canadian General Electric Company, with whom he continued for about three years, then drifting into the selling end, joining the sales staff of Williams & Wilson, machinery agents, Montreal. Mr. Griffiths next opened a Toronto branch for J. R. Baxter & Co., machinery supplies, Montreal, remaining with this firm until September, 1909, when he became manager of the electrical department of the Canadian H. W. Johns-Manville Company, who in July of that year had opened their first Canadian sales office. In 1910 Mr. Griffiths became manager of the Toronto branch.



M. R. GRIFFITHS, Toronto

The Canadian H. W. Johns-Manville Company with headquarters in Toronto and branches at Montreal and Winnipeg, is controlled by the corporation of the same name which, with headquarters at New York mines and factories at Danville, Quebec, and other factories at Brooklyn and Milwaukee, dominates the trade in all classes of products in which asbestos is used as an insulating and fire resistive material. The best asbestos in the world comes from the mines in Quebec Province, and the Asbestos and Asbestic Company, an H. W. Johns-Manville corporation, are the largest operatives in this field. As over a million dollars worth of business was done last ear by the three sales branches of the Canadian H. W. Johns-Manville Company, it is evident that the manufacturing industry of the company in Canada will be largely extended in the near future.

For the hardware trade the company manufacture Asbestos roofing and Regal roofing, Asbestos paper, Stove Cement, etc. While pipe coverings and other specialties are sold to steamfitters, electricians, etc.

For four years past the Canadian H. W. Johns-Manville Company have displayed their products at the hardware exhibitions held in connection with the annual conventions of the Ontario Retail Hardware and Stove Dealers' Association, and when the exhibitors formed their own organization at the Guelph convention a year ago, Mr. Griffiths was elected one of the vice-presidents of the association. At Hamilton, when it was desired to elect a successor to Mr. Bittues, who made such a signal success of the presidency last year. Mr. Griffiths was unanimously chosen as president for the coming year.

The Canadian Hardware Manufacturers Exhibitors' Association is a business organization and an advertising proposition. The worth of hardware exhibitions having been demonstrated to them by the successful exhibitions at London and Peterboro, they took prompt action when at Guelph a year ago unfavorable conditions seemed to endanger the holding of future exhibitions. They formed the Exhibitors' Association and limited the membership to manufacturing concerns having factories located in Canada, later admitting several who had bought sites for Canadian factories but who are not yet manufacturing in Canada. The members of the association have invested millions of dollars in establishing factories in Canada, and they consider it good business to encourage foreign manufacturers who want to sell their products here to also erect Canadian plants to supply the Canadian demand for their goods.

The success of the Hamilton Exhibition under these circumstances is, therefore very creditable to the officers of the Exhibitors' Association, and retailers who saw the large armouries filled with Canadian-made goods will see that Canadian manufacturers, in seeking co-operation in building up Canada's industries, are using the same logic that the retailers themselves use when they ask their fellow townsmen to support the local merchants instead of sending their money out of town.

A retailer visiting one of the booths at the Hamilton exhibition manifested interest in a line of lawn mowers on display.

"Have you bought your spring stock of mowers?"

"Yes," he replied, "I ordered from my jobbing house."

"What make did you specify?"

"Oh, I left that to the jobber," replied the retailer.

The Canadian Hardware Manufacturers Exhibitors' Association are organized to combat that condition. They claim that too many jobbers make "price" of greater consideration than "quality." And as foreign manufacturers of cheap lines can undersell Canadian manufacturers who try to establish a reputation for quality, it is the duty of the retailers to specify Canadian-made goods rather than leave the wholesalers free to supply them with foreign-made lines.



PART OF THE CROWD ATTENDING THE HARDWARE CONVENTION AT HAMILTON

This view was taken at noon on Thursday by a panoramic camera, and about 300 of the 600 hardwaremen who attended the convention and exhibition are shown. The photograph is four feet long and is shown in two sections.



View of Hamilton from Mountain—City in which convention was held.

Ontario Retail Hardwaremen in Annual Convention

The Eighth Annual Gathering, Held in Hamilton Last Month, Eclipsed all its Predecessors, Both in Number of Dealers Present and in Practical Matters Discussed—Question Box a Big Feature—Successful Joint Conferences with Manufacturers—Illustrated Lectures on Manufacturing Processes—Pleasant Entertainments

THE Eighth Annual Convention of the Ontario Retail Hardware and Stove Dealers' Association, held in Hamilton, February 17 to 21, will go down into history as the most successful of the yearly gatherings of the trade held so far.

Judged from the standpoint of attendance of members, from the benefits to be derived from the various discussions, from the merits of the hardware exhibition, and from the dollars and cents view of the convention, there can be but one opinion—it was a great success.

All the complex sides of the trade and the characteristics of its members were catered to the educative feature of the exhibition in its splendid display of Canadian-made hardware; the practical, in the immense va'ue of the money-saving and money-making ideas given out by the leaders of the trade in different parts of the country, as evidenced in the Question Box discussions; the more harmonious relations between manufacturer, jobber and retailer as a result of the two heart-to-heart conferences of the three bodies; and the entertainment and amusement features, which were of a higher character than any ever provided before.

Monday, February 17, was Preparation Day, and it truly was a day for getting things into shape. The officers of the Association were early on the scene, and by night several dozen hardwaremen had arrived for the opening of the convention next day.

For these early arrivals a first view of the hardware exhibition was given on Monday evening, when all things were in shape, and at 8.30 that same night the first of the lectures of the convention was given in the Drill Hall. This lecture, descriptive of the making of steel and wire, was given through the courtesy of R. S. Rider, of the Canadian Steel & Wire Co., Hamilton, and was illustrated with stereoptican and motion pictures. Those present were enabled to get a most thorough idea of how iron is mined and smelted both in Bessemer and open hearth furnaces, how ingots are cast, billets and bars rolled, rods drawn into wire, the wire annealed, etc., fencing constructed, erected and tested, a most practical talk being given while the pictures were being shown.

A Jolly First Night.

At 9.30 Monday evening the manufacturers represented in the exhibition tendered an At-Home and Smoker to the hardwaremen attending the convention in the banquet hall at the Royal Hotel. A right royal time was spent by all who attended. Refreshments in the shape of eatables, drinkables and smokeables were provided on a lavish scale, and an interesting programme of hardware songs, recitations and choruses was rendered by hardware artists that put the whole crowd in good humor and on intimate terms immediately.

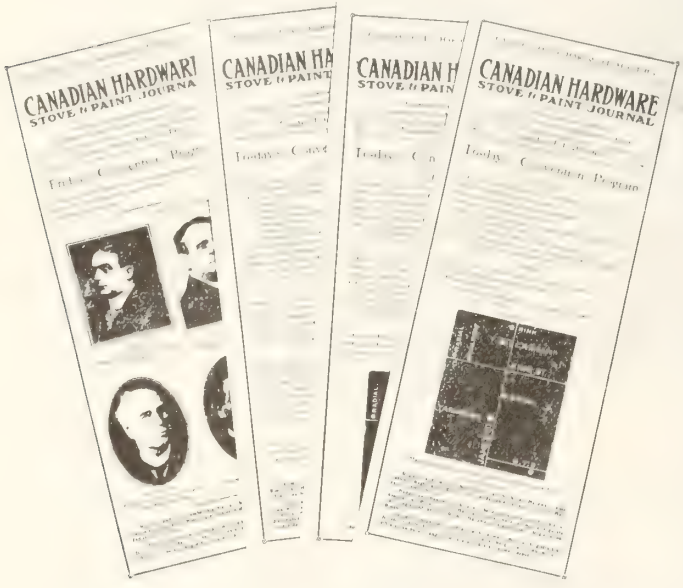
Opening of Exhibition

The official opening of the Exhibition and Convention took place at 9.30 Tuesday morning in the Drill Hall. A. A. Bittues, Managing Director of the Gillette Safety Razor Co., of Montreal, president of the Canadian Hardware Manufacturers' Exhibitors Association, called the meeting to order and delivered the address on behalf of the Exhibition Committee.

He welcomed the retail hardwaremen to this their first exhibition, and in part spoke as follows:

President Bittues' Address.

"An Exhibition of this sort if continued and conducted on business lines, and we feel it will be, will develop into a national institution. It represents great wealth, and it represents ability. It shows, too, that



The four daily bulletins issued by Canadian Hardware, Stove and Paint Journal during the convention.

many people are employed and much money is distributed. As a composite convention we hope it will be destitute of strife or pique, swift and certain in the transaction of business, and therefore, worthy of repetition here and elsewhere.

"Members of the Ontario Retail Hardware Association: I have great pleasure, on behalf of the Manufacturers Exhibitors' Association, in welcoming you to our exhibition as brothers in kindred lines, and also have great pleasure in asking you to listen to the words of welcome that the representative of his Worship, the Mayor of Hamilton, will address to you on behalf of the city, himself and the Council. I feel sure that after you have heard what Controller Cooper has to say, you will feel satisfied that you are welcome visitors to Hamilton and to this convention."

A "Made-in-Canada" Exhibition.

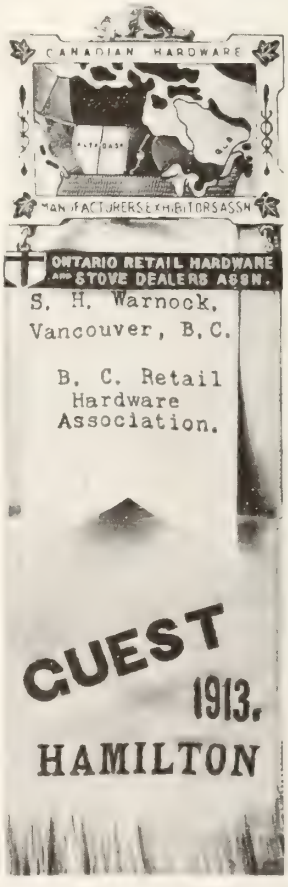
"The ideas and spirit behind this exhibition organized by the Canadian Hardware Manufacturers Exhibitors' Association, is that we want to bring as prominently as possible to the attention first of this representative gathering of Canadian hardware dealers, and through them to the great Canadian buying public, the fact that right here in Canada the finest lines of hardware are manufactured, in a variety which will satisfy practically every need of our growing nation. For this reason this is an exhibition of Canadian-made goods exclusively. Its object extends beyond the immediate advantages of showing our particular lines to the dealers whom we expect will handle them, in that it looks to the future. We hope to see the day when throughout this country the purchasing public will give the very strongest preference to Canadian-made goods, and will thus immeasurably strengthen the building up of Canadian industries which are already contributing so much to the all-round prosperity of our country."

Delegates Given Freedom of City.

Controller Cooper was received with applause. He was glad to welcome the retail hardwaremen and exhibitors to "the home of hardware manufacturers." Hamilton was proud of two things—of its mountain, and proud also of its manufactories. "It is," he said, "the Birmingham of Canada; the Pittsburgh of Canada—minus its smoke." He was willing to admit there were other manufacturing centres in Canada, but Hamilton with its 400 factories was well in the lead. He congratulated the exhibition committee on its splendid display and hoped the convention would be productive of good. He was pleased to open the exhibition and to give the visitors the freedom of the city.

President Madole's Address.

President Madole, of the Ontario Retail Hardware Association, delivered a telling address, which was also his presidential message to the convention. All the hardwaremen were glad of the welcome they had received and were pleased with the showing made in this beautiful exhibition. He was glad to know what a great and growing manufacturing city Hamilton was



The beautiful badge used at the Hamilton convention. The map of Canada emphasizing the national spirit behind the Exhibitors' Association was done in colored enamel by Ryrie Bros., Toronto, and was very favorably commented upon.

and is, but this example was only one of many which could be shown all over Canada. The output of Canadian manufactured products had increased so rapidly that now they had reached the value of $1,165,822,600 annually. The wages paid out to employees, too, had grown proportionately large. He wished success to the exhibitors and hoped that as the manufactures of

the country increased so much in the days that are passed, they might grow even larger in the days to come.

A Voice from Quebec.

Fred C. Lariviere, Montreal, represented the Hardware section of the Retail Merchants' Association of Quebec Province, and S. H. Warnock, of Anderson & Warnock, Vancouver, the British Columbia Retail Hardware Association.

President Bittues declared the exhibition open by turning on the lights, and the 1913 display was in full blast.

Tuesday Morning's Meetings

Immediately following the opening the retail hardwaremen assembled in the lecture room of the Drill Hall for the opening of their convention, and the exhibitors in another room for their annual meeting.

President Madole called the meeting to order at 10 a.m., stating that his presidential address could be dispensed with as he had just spoken at the opening of the Exhibition. He, therefore, called upon Secretary Wrigley to read the Executive Committee's report.

EXECUTIVE COMMITTEE'S REPORT.

Your Executive officers are pleased to report that, although the attendance at the convention at Guelph last year was much smaller than expected, owing to unfavorable weather, that the year has shown an increase in membership with a substantial increase in the cash balance to the Association's credit in the bank.

Having in view, however, a reduction in receipts owing to turning over to the manufacturers the management of the Exhibition, your officers have endeavored to conserve the resources of the Association and suggest, for your approval, a slight change in Section 1, article 3, of the constitution, making it read as follows:—

> Section 1. The officers of the Association shall be a President, First Vice-President, Second Vice-President, Secretary and Treasurer, who, with six members elected at the annual convention, shall constitute the Executive Committee, two of whom, with the President, shall constitute an Advisory Committee, which shall act as a sub-executive and deal with all trade grievances, matters of policy, legislation, etc. The only changes are that the word President is substituted for Secretary, and advisory for grievance, all the words after "advisory committee" being added.

This change will place the active management of the Association in a sub-committee of the Executive, and without increasing expenses will make it possible for more frequent meetings, with a consequent increase in the efficiency of the organization.

During the year members of your executive attended conventions held at Montreal and Detroit, while Secretary Wrigley, without cost to the Association, attended the hardware conventions at Atlantic City. In return we expect as visitors at this convention, fraternal delegates from British Columbia, Quebec and the United States. This is the third time British Columbia has sent a delegate to attend our convention, although we have never returned the compliment.

An important feature of this convention will be joint conference to be held on Thursday afternoon, our invitation to discuss matters of general interest to the trade having been accepted by the Canadian Wholesale Hardware Association and the Canadian Hardware Manufacturers Exhibitors' Association. It is not intended that any matters of controversy shall be discussed at this meeting, the plan rather, being to bring the three branches of the trade together and arrange plans whereby evils affecting any branch may be discussed and common action taken to combat injurious tendencies or assist in bringing about conditions which will be beneficial to the hardware trade as a whole.

The committee appointed to represent the views of Retail Association in the conference are President Madole, Napanee; Wm. Magladery, New Liskeard; W. J. Carter, Picton, and J. N. McGregor, Oakville.

Recognizing the valuable assistance given by the manufacturers in making this convention a success, your Executive recommend that wherever possible orders for goods be placed with the exhibitors for shipment through the wholesale house favored with your trade. The exhibitors have gone to heavy expense and are acting as our hosts at this convention, and consequently deserve our first consideration.

WESTON WRIGLEY, Secretary.

On motion of W. F. Macpherson, seconded by C. W. Conn, the Executive Committee's report was referred to Resolutions Committee.

SECRETARY'S REPORT.

The holding of the eighth annual convention in Hamilton, the greatest centre in Canada for the manufacture of hardware, brings back pleasant recollections of the splendid gathering held in this city in 1909,



W. F. Macpherson, Prescott
1st Vice-President.



C. W. Conn, Tillsonburg
2nd Vice-President

when after a round of profitable meetings, pleasant entertainments and interesting trips to factories, we promised to pay another visit to the "Hardware City."

That 1909 convention marked the beginning of hardware exhibitions in Canada, though it is impossible to compare that small "show" made by about two dozen exhibitors in the hallways and bedrooms of the Waldorf Hotel with this magnificent exhibition of hardware and kindred lines in the Drill Hall.

This year's exhibition undoubtedly eclipses those of former years and it, without question, provides the

best reason for hardwaremen to attend our annual conventions. Indeed, the hardware retailer, who fails to attend is missing the greatest opportunity of the year to get ideas for increasing the volume of his business. Let those who do attend ensure the success of the exhibition, by the placing of orders for lines displayed, so that the exhibitors will be encouraged to continue the attraction they are providing.

The organization of the Canadian Hardware Manufacturers Exhibitors' Association at our convention at Guelph last year has made it possible for the exhibition to be conducted as a business enterprise by the exhibitors rather than as a sideline by the executive officers of your association. The present arrangement



W. Wrigley, Toronto
Secretary 1906-1913



John Caslor, Toronto
Treasurer 1906-1913

has worked out most satisfactorily, the officers of the two associations being equally concerned in the success of this and future conventions. The exhibitors have invested several thousand dollars in permanent display fixtures, and deserve the support of every member of our association.

Membership and Finances.

In spite of the blizzard which so greatly reduced the attendance at last year's convention and exhibition at Guelph, it is pleasing to report that the finances of the association are in a most satisfactory condition, the cash balance having increased during 1912 from $580.46 to $1,225.16.

The present is a good time for stock-taking. The association has a substantial cash balance, and has about one third of the hardwaremen in Ontario on its membership roll. What can be done to make the association of such value to the trade that the other two-thirds can be enrolled?

Two district associations have been organized during the year, one at North Bay for Northern Ontario, and the other at Stirling in the district north of Belleville, the active spirits being Wm. Magladery and R. C. Chown. Owing to illness Secretary Richardson has been unable to follow up the work done at the organization meeting at North Bay, and little has been accomplished. Secretary W. E. Connor, Madoc, reports that "the schedule of prices drawn up and adopted at the Stirling meeting have, to my knowledge, been rigidly maintained by all who received the list."

The policy followed by your officers in the past has been to confine the work of the association to matters of legislation and trade grievances of general interest. The educational work done at our conventions has resulted in the bringing together of competing hardwaremen in many places which could be named, and our officers are always willing to assist in forming district associations, but the arrangement of price agreements has been considered as a purely local matter. Should a more aggressive policy be adopted in the organizing district associations?

Legislative Matters.

The Legislative Committee of our association has devoted considerable effort during the past year to the securing of signatures to a petition for presentation to the Dominion Government favoring the abolition of the fees charged for the re-inspection of weights and measures. Vice-President Macpherson will report regarding this work.

The question of Parcels Post has become a live problem which should be given special attention by the convention and Resolutions Committee. Six years ago our association took the lead in forcing the withdrawal of the regulation proposed by Pastmaster General Lemieux for a C.O.D. parcels post. The passage of the Parcels Post Act on the zone system in the United States has brought the parcels post again to the front in Canada, and it now appears to be a problem of when and what kind of a system shall be have here. The zone system is immeasurably preferable to a national C.O.D. system so, while urging postponement until the zone system has been tried out in the States, it would seem wise to adopt it as the kind of a system to fight for when the matter comes before Parliament.

An Advisory Committee.

Your secretary, finding it impossible to give as much time to association work as may be necessary if more aggressive work is undertaken, has reported the situation to the Executive Committee, who have adopted a suggestion that an Advisory Committee of three act as a sub-executive and deal with all trade grievances and legislative problems, the compensation for the secretary of the Advisory Committee to be provided for by the reduction of the salary paid to the secretary.

In view of the probable reduction of association revenue as a result of giving up control of the exhibition, this centralization of the work of the Executive seems to be a timely move.

The visit of President Abbott, of the National Retail Hardware Association, should also be a great assistance at this time. A very strained situation exists across the line on account of some manufacturers selling to mail order houses at prices which retailers find it impossible to meet on goods bought from the jobbers.

At the Atlantic City conventions last October a speaker urged the United States hardware manufac-

INCREASE IN MEMBERSHIP

This year marks a new high record in membership in the Ontario Retail Hardware and Stove Dealers' Association, the fees received from retailers being over $80 more to March 1 than to the same date in 1910, the previous high year. Of 330 firms on the Association membership roll, 200 paid their fees up to March 1.

About a dozen names have been struck off the roll because of changes in ownership of firms, etc., while 45 new firms have already joined this year.

turers to cut out the jobbers and retailers and sell through mail order houses in Canada. Your secretary strongly combatted this suggestion, pointing out that the interests of the jobbers and retailers on both sides of the line are mutual, and the same selling policy should be followed in both countries.

It is pleasing to note the friendly relations which exist between our own and other associations. In addition to President Abbott, representing United States retail hardwaremen, we expect to have Mr. Warnock from Vancouver, Mr. Lariviere and Mr. Beaudry from Montreal, as well as a large delegation from the Canadian Wholesale Hardware Association.

During the year, two of our members, G. H. Clark, Niagara Falls, and J. E. Westcott, Ailsa Craig, passed away, while last year's president, R. C. Chown, removed from Belleville to Edmonton.

WESTON WRIGLEY, Secretary.

Moved by H. Occomore, and seconded by Ed. Wanless, that the secretary's report be referred to Resolutions Committee.—Carried.

The auditors' report was next read as follows:—

SECRETARY'S REPORT.

Receipts.

Membership Fees	$ 614.00	
Supplies	11.50	
Guelph—Exhibition Booths	2,410.00	
		$3,035.50

Disbursements.

Paid to Treasurer	$3,035.50

TREASURER'S REPORT.

Receipts.

Cash Balance, Dec. 31	$ 580.46	
Received from Secretary	3,035.50	
Interest	34.59	
		$3,650.55

Expenditures.

Guelph Exhibition Expense	$1,521.90	
Executive Travelling Expense	273.75	
Job Printing and Supplies	53.55	
Office Expense and Postage	153.59	
Secretary's Salary	300.00	
Organization Expenses	88.60	
Bonds for Officers	10.00	
Auditing Expense	24.00	
		$2,425.39

STANDING OF ASSOCIATION.

Assets.

Cash on hand, Dec. 31, 1912	$1,225.16	
Saleable Stock on hand	12.00	
Office Equipment, Etc.	50.00	
Total Assets		$1,287.16

Liabilities—None.

Toronto, January 28, 1913.

GEO. MATHEWSON,
J. W. PEACOCK,
Auditors.

Moved by W. J. Carter, Picton, seconded by J. N. McGregor, Oakville, that report be received and adopted.—Carried.

LEGISLATIVE COMMITTEE'S REPORT.

The report of the Legislative Committee was read by its chairman, W. T. Macpherson, as follows:—

Your Legislative Committee beg to report as follows:

Your resolution for the abolishment of fees for the re-inspection of weights and measures has been the only matter referred to your committee during the past year.

The importance of having a good strong petition from the representative business men of the province was realized by your committee, and an effort was made to see how the signatures to the petition could be obtained at the lowest cost to the association. As a try-out plan a circular was mailed to the merchants in Cornwall, Brockville, Smith's Falls, Chatham and Brantford, enclosing a petition card for signature. About 40 per cent of the cards were returned, signed, which your committee did not consider a high enough percentage, and, since the last Executive meeting, has sent to each of the members of the Executive a package of cards to have signed, through personal solicitation, and have had much better return at a nominal cost. Following up this idea, your committee has had 5,000 cards printed, for distribution to the members of the association present at the convention, and would urge that a dealer from each town represented, procure enough cards to cover his town, and have them signed and returned to the committee.

The Retail Merchants' Association are at the present time circulating a petition to the same effect, and it is possible that a joint presentation of the case to the Government would be advisable.

In addition to the petition cards now to be circulated, your committee would recommend that in the early future the petition be forwarded to the various Boards of Trade throughout the province, as well as to manufacturers' and jobbers' associations for endorsement. Your committee feels that the justice of our claim would appeal to these business organizations, and their endorsements would greatly strengthen the presentation of our case. As your committee would not recommend action until we have procured a thoroughly representative and strong endorsement it is urged that the circulation and return of the petition cards be made one of the first things to have attention on the return of the association members to their home towns.



J. N. McGregor, Oakville
Member Executive 1913



Ed. Wanless, Chatham
Member Executive 1913

The adoption of the recommendations of your Committee in this report is strongly urged.

Respectively submitted,

W. F. MACPHERSON,
W. W. BENNETT,
Legislative Committee.

Hamilton, Feb. 17, 1913.

Inspection of Weights and Measures.

In explanation of the matter of the inspection of weights and measures, Mr. Macpherson stated that it was an injustice for the Government to tax the merchant for inspecting scales and measures for the benefit of the public. The merchant did not ask for the inspection, and, as it was in the interest of the public the public or the Government, which represented the public, should stand the cost of the inspection. Every two years an inspector came around, inspected the merchants' scales and his measures, told him they were all right (which the merchant knew all the time), and then collected three or four dollars for the inspection,



Chas. C. Lee, Goderich
Member Executive 1913



E. J. Creeper, Owen Sound
Member Executive 1913.

besides asking 25 or 50 cents cartage for bringing his weighing instruments, although it might be that they only came from the next door. He had spoken to a couple of inspectors about the injustice of the whole proceedings, and they had agreed that the merchant's stand was right.

The recommendations in the report were passed and the matter referred to the Resolution Committee, after some discussion participated in by W. D. Dewar, Pembroke; F. W. Otton, Barrie; D. Mistele, Rodney; J. W. Zavitz, Wallaceburg; J. N. McGregor, Oakville; Roy Bert, Peterboro; A. M. Watt, St. Catharines, and W. J. Carter, Picton.

F. W. Otton, Barrie, suggested that if there were any other matters to be brought before the Government it might be well to see if the garnishee minimum could not be reduced from $25 to $10.

W. F. Macpherson suggested the sending of a letter by every member of the association to his local member as well as to the Postmaster-General denouncing the Parcels Post matter, and also asked that a strong resolution on this matter be passed by the present convention.

The president then named the members of the various committees to help facilitate the work of the convention, these committees to meet the following day at a convenient hour and prepare their reports for presentation at Thursday morning's general meeting.

Convention Committees.

The members of the committees appointed were:—

Reception—Ed. Wanless, Chatham (Chairman); J. R. Hambly, Barrie; D. Cinnamon, Lindsay; W. J. Bell, Beeton; G. A. Binns, Newmarket; W. A. Rankin, Ottawa, and Nelson Mills, Hamilton.

Membership—J. N. McGregor, Oakville (Chairman); J. W. Zavitz, Wallaceburg; George Matheson, Toronto; W. J. Carter, Picton; W. D. Dewar, Pembroke; J. E. Mosely, Huntsville; A. E. Bottom, Bobcaygeon, and H. E. Patterson, Drayton.

Resolutions—James McGregor, Caledonia (Chairman); A. M. Watt, St. Catharines; Frank Taylor, Carleton Place; Ed. Brocklebank, Arthur; T. M. Nash, Wellington, and W. D. Sampson, Blenheim.

Question Box—Wm. Magladery, New Liskeard (Chairman); B. G. Fulton, S. Ste. Marie; Phil Alexander, Hamilton; F. W. Miskelly, Smith's Falls; M. McKillop, West Lorne, and F. E. Hendershot, Mount Forest.

Prize Drawing—H. Occomore, Guelph (Chairman); C. W. Conn, Tillsonburg, and W. W. Bennett, Gananoque.

Conference with Jobbers and Manufacturers—President Madole, Napanee; Wm. Magladery, New Liskeard; W. J. Carter, Picton, and J. N. McGregor, Oakville.

The meeting then adjourned.

EXHIBITORS' ASSOCIATION MEETING.

While the retail hardware meeting was in session the manufacturers held their annual meeting, with President A. A. Bittues in the chair. Secretary F. Tobin read the minutes of the last meeting. These were accepted. The secretary also expressed satisfaction with the substantial growth of the retail hardwaremen's Association during the year.

On motion of Messrs. Griffith and Hossack, a nominating committee to report on Friday morning was appointed to suggest the officers for the next year. Those named were W. H. Davey, International Varnish Co., Toronto; J. H. Ross, Remington Arms U.M.C. Co., Windsor; and Geo. Duncan, The John Morrow Screw Co., Ingersoll.

Tuesday Afternoon's Joint Meeting

In the afternoon a joint meeting of retailers and manufacturers was held in the lecture room of the armories, which turned out to be the most important session of any yet held since the organization of the Ontario Retail Hardware Association, and was in itself well worth the trip to Hamilton.

President Bittues, of the Exhibitors' Association, and President Madole, of the Retail Hardwaremen's Association, were joint chairmen, and when they asked for suggestions whereby the trade and the association could be improved a number of those present were immediately on their feet, and what was expected to be a short meeting turned out to be decidedly interesting, and one which lasted from two until after five o'clock.

The room was crowded with retailers and manufacturers, and during the discussion a score of speakers on each side gave voice to their opinions. District associations, parcels post, price-cutting by manufacturers and jobbers were among the subjects brought forward, and they were threshed out fully. Their being a good many grievances to be aired there was naturally a good deal of plain speaking. Everything was said in such good spirit, however, that at no time did the slightest friction develop. While it was a heart-to-heart talk, it was at the same time "some discussion." One thing that was strongly urged upon

the retailers present was the importance of organization.

"You can make," said President Bittues, "your association so strong that manufacturers and jobbers will so respect you that they will not dare do those things which some of them are complaining about," and the summing up of the afternoon's meeting in the words of the chairman was quite apropos. "It's up to yourselves," he said. "If you organize yourselves as you should you can dictate the selling policy of both the jobbers and manufacturers."

How to Increase Attendance.

The ball was opened by Fred C. Lariviere, Montreal, who asked what could be done to increase the interest and attendance at the annual conventions, and what would be the best method to adopt to bring into the association the hardwaremen of Ontario who are not already members?

Milton Carr, Cobalt, thought the present convention and exhibition were not advertised enough.

The chairman replied by stating that it had been advertised more fully than ever before, President Madole's personal letter to the trade having been particularly good.

"Has our association a complete list of all retail hardwaremen in Ontario?" asked Mr. Carr.

Secretary Wrigley stated that he had a list of over 1,200 hardware and stove dealers, and they had been circularized several times. In addition about twenty of the most active members had written personal letters to from 20 to 40 retailers in their respective districts, and the exhibitors had also done some very helpful boosting. Never before had such thorough work been done.

"In Northern Ontario," said Wm. Magladery, "it is difficult to bring a large representation at this time of year as it is the busy lumbering season."

S. H. Warnock, Vancouver, said he had read the articles about the convention in the trade papers, and told of the methods pursued by the British Columbia Association. This was the third time, he said, that British Columbia had been represented at the Ontario convention, and he hoped the Ontario Association would send a representative to the B. C. convention.

As to District Associations.

A. J. Wright, Hamilton, said what was needed were district associations. At present the association was starting at the wrong end. Through district associations the provincial association could be made into a strong body, but until it organized the local dealers it would be hard to gather much strength.

Robert Smith, Bolton, corroborated this view. He believed much good would come of hardwaremen in different localities meeting say once a month to discuss business conditions and difficulties which confronted them.

W. J. Carter, Picton, said he was in favor of spending the association's present surplus in advertising in the trade journals. He believed firmly in the worth of trade journals, and said that subscribers got full value for their subscription out of every issue.

W. F. Macpherson suggested that the Executive send an officer wherever the necessity arose to settle a trade grievance.

J. N. McGregor, Oakville, combatted the idea that the association was working the wrong way. District associations should follow, not precede, the provincial association. He strongly favored these provincial conventions, instancing the fact that through a conversation with another member he had been enabled to sell a line of goods that had been difficult for him to dispose of otherwise.

J. R. Hambly, Barrie, and A. M. Watt, St. Catharines, told how the retailers in these places had formed district associations as a result of getting together at provincial conventions. They gave full credit to the Ontario Association for the more friendly feeling which had been created and the eliminating of price cutting.

C. M. Woodburn, of the Canadian Rubber Co., Toronto, told of his efforts to increase attendance by working among the hardwaremen on whom he called. He thought it might do good if an organizer called on the dealers a few weeks in advance of the convention and made known to them personally the worth of these gatherings.

Value of Trade Journals.

F. M. Tobin, secretary of the Exhibitors' Association, thought the speakers were too pessimistic, and asked: "What have we left undone?" The convention and exhibition had been well advertised in the trade journals, and the trade press in return had reciprocated splendidly.

"The exhibition we have gathered together is the finest hardware display ever made under one roof in any country, and it is all Canadian made," said Mr. Tobin.



FRED C. LARIVIERE, Montreal
Honorary life member and a popular visitor at every convention.



J. A. BEAUDRY, Montreal
Who spoke on Thursday afternoon, representing Quebec retail merchants.

Tom Wright, of H. S. Howland, Sons & Co., Toronto, depreciated the pessimistic attitude of some of the speakers, saying there were dozens of new faces which he had not seen at previous conventions.

Parcels Post Question.

In reply to a request from President Madole to outline the attitude of the manufacturers on parcels post, Mr. Tobin said, "No, thank you," and Mr. Bittues, questioned on the same point, said, "I refuse to answer by advice of eminent counsel."

Fred C. Lariviere said that parcels post had become a reality in the United States despite the opposition of trade organizations across the line. It need not be too greatly feared as it would not help mail order houses in every particular. Quality, not price, is the

value of an article. Hardwaremen who feature quality can always compete against price inducements. The apathy of the small merchant is all that helps catalogue house competition, and dealers generally should get ready for the measure, which will surely come, and take advantage of it when it does come.

"How are we going to prepare for it?" asked W. D. Sampson, Blenheim. "How many retailers are on the jobbers' lists, and how many catalogue houses? Will the manufacturers see that all who sell retail are placed on the same footing?" He went on to say that some goods he handled were sold at a lower figure by mail order concerns than he could obtain them. When he found a manufacturer who sold to mail order houses he refused to have any further dealings with him.

F. M. Tobin, of the Tobin Arms Manufacturing Co., Woodstock, said he could reply to Mr. Sampson as he was not guilty and quoted no special price to cata-



W. J. Carter, Picton
Member Executive 1913



M. S. Madole, Napanee
Retiring President

logue houses. He had always played fair to the retail trade. Quantity would always cut some figure, however. He knew one manufacturer who sold 19,000 of one particular article to another manufacturer—more than all the Ontario hardwaremen put together bought of that article, and he said retailers could not expect this business to go through the local retailer. His own policy was to sell at the same price to all retailers and to all jobbers.

The hardwareman insisted that his question had not been answered.

M. R. Griffiths, Toronto, doubted if the question could be answered. "Matters of sales policy are difficult to answer at any time, let alone at gatherings of this kind. Cases will arise which require deviation from the general policy." It depended a lot on the quantity bought. Mr. Griffiths urged the retailers to strengthen their organization and appoint committees to discuss questions of this kind with the jobbers and manufacturers.

E. J. Creeper, Owen Sound, said he believed in the district plan, but found he could not personally reach his competitors as well as an outsider might do.

W. F. Macpherson, Prescott, told of how he had met with his competitor and had arranged to overcome price cutting. The association had helped him.

Selling to Consumer Direct.

Robert Smith, Bolton, said he had recently quoted the close price of $1 on a certain line that cost him 90 cents only to lose the sale because the manufacturer had sold the article direct for 90 cents. "I cannot face that kind of competition," he said. In regard to parcels post he believed that the manufacturers were powerful enough to prevent its establishment if they used their influence against it.

From the manufacturers standpoint F. M. Tobin said that the present charge for sending a gun from Woodstock to some point in Canada ran as high as $2.50, while British firms could send a gun to any part of the Dominion for about 60 cents. Our present postal rates handicap us in competition with the rest of the world. Publications advertising foreign goods are distributed in Canada free, and United States producers are able to ship goods into this country direct to consumer, but it is impossible for the Canadian manufacturer to retaliate. If we desire to ship goods into the United States it is not only necessary to meet the duty (averageing 45 per cent.), but a broker's certificate, $2, and appraisement inspection, 50 cents, have also to be paid.

Mr. Tobin illustrated how U. S. manufacturers can ship such articles as planes into this country shipping direct to the consumer, while if a Canadian dealer desired to ship an article, such as a snow shoe, to a customer across the line the U. S. Customs regulations were prohibitive. This lack of protection is one of the worst evils the small dealer has to contend against.

President Bittues announced that he would ask President Gourlay, of the Canadian Manufacturers' Association, to speak on parcels post at the banquet on Friday night.

"Is there not a margin of trade in your locality that you do not supply which the mail order houses cater to?" was the question M. R. Griffiths put to Robert Smith, of Bolton.

"Yes," was the answer.

"Would you like to have it?"

"Yes, if I could make a profit on it."

"Shouldn't you then be prepared to absorb the freight charge in order to meet the mail order house and thus keep them out of your district?"

"I would not cut my price," said Mr. Smith.

Buying Below Trade Prices.

E. J. Creeper, Owen Sound, said he had been able to buy some lines from another retailer 10 per cent. cheaper than from the manufacturers, the competing dealer being on the jobbers' list, although he did not buy in much larger quantities than other retailers. It was also impossible for city and town retailers to compete in builders' hardware lines because of competition from Toronto builders' hardware firms which are on the jobbers' list.

A spokesman for the manufacturers said they did not desire to sell to others than dealers, though there were certain specific reasons at times which dictated an exception to the general selling policy. No manufacturer could do business without the retail hardwareman, and he was sure they all tried to do their best by the retail trade.

President Bittues here made the strongest argument of the afternoon. "It's up to you retailers yourselves," he said. "If you are properly organized and assert your strength you can force the manufacturers and wholesalers to deal fairly with you. If you want conditions changed you should start now and make your association so strong that the manufacturers will have

to stand by you. (Hear! Hear!) You have not been welded so strong that you can do this. Just as soon as you show that strength the manufacturers will unite to prevent any firms from doing the things complained of."

President Madole told of a customer who inquired at his store for a Tobin gun and stated that he had referred the inquiry to the manufacturers, Mr. Tobin making the sale and sending a commission to him. If this was done in all cases there would then be no ground for complaint.

Some Specific Trade Grievances.

Milton Carr, Cobalt, said a black list was maintained by the lumber dealers, and the Retail Association should have a walking delegate to keep the local dealers posted regarding the unfair concerns so that the retailers could cut them out. The guns and rifles from the United States was another evil which was taking a lot of trade away from the retailers. He had even heard of a piano being smuggled in. Travelling salesmen frequently cause trouble by threatening to sell to carpenters or mill men if the local dealers will not place orders with them, although the retailers already have agencies for similar lines. The association should deal with these firms. Mr. Carr told of how he had been asked to quote on some plate glass but discovered that a local carpenter had quotations from seven plate glass concerns at the same price he had been quoted. The wholesalers do the same thing, selling to consumers in towns where the local dealers buy from other jobbers.

President Madole said the fact that the manufacturers, jobbers and retailers were beginning to get together, reminded him of a little girl who, when told that her mother had been born in New York, the father in Chicago, and she in San Francisco, said: "My, how did we ever get together?"

Adam Taylor, Guelph, was greeted with the "jolly good fellow" song when he came forward to make a strong argument for "Made-in-Canada" goods. When goods were ordered the kind should be specified by the retailer, and it should not be left to the jobber to send what he thought fit. When placing an order insist on Canadian-made goods. While the Canadian manufacturer had the benefit of a protection on his goods, he had to pay $2 a ton on iron and $7 a ton on steel, which balanced any advantage secured on the finished product. The Canadian manufacturer put greater quality into his goods, instances being given to show where imported articles had been cheapened by being made lighter in weight and finish than the Canadian-made goods.

J. W. Peacock, Toronto, asked at what figure should he sell an article that cost him $3.50, and Fred C. Lariviere, Montreal, answered, $5.00. The Toronto man said, however, that he could not get this as a mail order house was selling the article for $3.75.

Mr. Taylor took the floor again and said that Canadian-made lines, such as lawn mowers, are sold to jobbers at a fixed price, some of these being sold to mail order houses with an understanding that the price was not to be cut until after a certain date late each season.

This brought the proceedings to a close, Fred. C. Lariviere shaking hands with Adam Taylor and saying: "A few more meetings like this and there will be more life in the association."

Wednesday's Meetings

Wednesday morning was devoted to committee meetings. These took place at the Waldorf Hotel, which was made the retailers' headquarters during the convention. The most important meeting was that of the Resolutions Committee, they making their recommendations for presentation to the convention next morning. Practically all business was finished by noon. This allowed the retail trade freedom to inspect the exhibits in the drill hall and to fraternize with the manufacturers and their representatives. Some nice business resulted, judging from the orders placed.

Thursday Morning's Session

When President Madole called the convention to order on Thursday morning he had with him on the platform L. C. Abbott, president of the National Retail Hardware Association of the United States; Chas. Ireland, vice-president of the same organization, and S. R. Mills, a past president of the N.R.H.A. but now retail editor of the Hardware Reporter, St. Louis, Missouri. They had made their first appearance the previous evening at the Question Box discussion in the Waldorf Hotel, and they were invited to make suggestions in any matter coming before the meeting that morning.

The Resolutions Committee's report was read by the chairman of the committee, James McGregor, Caledonia. On a suggestion from the chair it was decided to submit the report clause by clause. As amended the report reads as follows:—

RESOLUTIONS COMMITTEE REPORT.

1. We recommend the adoption of the Executive Committee's recommendation changing Section 1, Article3, of the Constitution.

2. We further suggest that the new Advisory Committee consist of members from Western, Central, and Eastern Ontario, and further, that the Advisory Committee engage a travelling business agent to act under their instructions.

3. We recommend that every retailer having a trade grievance report it to the committee in charge of joint conference before noon on Thursday, and that all complaints arising during the year be referred to the Advisory Committee for consideration.

4. We recommend that in any district or county where three members request it, the Advisory Committee shall call a meeting to form a district association.

5. We recommend that the Government defer action on the Parcel Post Measure until such time as the zone system has been tried out in the U. S.

6. We again express our determined opposition to a National C.O.D. parcel post system, and ask that each retailer take up this matter personally and by letter with the member of Parliament in his district so that the case of the merchants may be fully put before the House whenever the matter comes before Parliament.

7. We endorse the work undertaken by the Legislative Committee during the past year, and urge them

to continue their campaign against the unfair charges made upon all retailers, etc., for reinspection of weights and measures, said reinspection being a public duty.

8. We recommend the passage of an Act "limiting the bag" and preventing the sales of game, in order to preserve the fish and game resources of our country, and we protest against the failure of certain game inspectors in not enforcing the present game laws.

9. We express our approval of the principle of resale prices.

10. We recommend the adoption by the manufacturers of uniform sized catalogues, and that all original packages have a space left on the front for marking purposes.

11. We express our sincere appreciation of the work done by President Bittues, Secretary Tobin and the Canadian Hardware Manufacturers Exhibitors' Association as a whole for their magnificent exhibition, their handsome badges and the splendid entertainment



W. W. Bennett, Gananoque
Retiring Executive Officer



D. A. MacNab, Orillia
Retiring Executive Member

they are providing at this Convention. Retailers can show their appreciation best by giving exhibitors the preference in placing orders for goods. We invite the Exhibitors' Association to again co-operate with us in making arrangements for our Ninth Annual Convention, to be held in February, 1914.

JAMES McGREGOR,
Caledonia, Chairman.

C. F. R. TAYLOR,
Carleton Place, Sec'y.

Hamilton, Feb. 19, 1913.

Discussion on Amendments.

In the discussion which resulted from the presentation of this report Secretary Wrigley explained the nature of the change in the Constitution suggested in clause one. It virtually meant the appointing of another secretary—a retailer—as if the association was ever to become the power it should be, the retailers themselves should take the lead. Mr. Wrigley stated that he had advised last year's Executive of the necessity of appointing another secretary, and this Advisory Committee plan had been worked out. He would like to see another secretary elected at this convention, but was in their hands if they desired him to continue another year in order to give the Advisory Committee plan a fair trial. Secretary Wrigley said that he had suggested a reduction of the secretary's salary from $300 to $100 per year to provide for the payment of $200 per year to the secretary of the Advisory Committee.

In making the addition to clause six, President Abbott, of the N.R.H.A., suggested that in writing to members of Parliament the hardwaremen use no set form, but rather write in their own style. Better still it would be to take the member by the arm and talk to him. You will find him a fine fellow and one ready to listen to your arguments. If your members are seen and spoken to, they will be primed with arguments showing your side of the case when the question comes before Parliament, and you will get some consideration, too.

J. R. Hambly, Barrie, wanted to know if parcels post would not help in some ways. He considered the present express charges exorbitant. He did not see that parcels post affected the hardware trade so very much, anyway.

Secretary Wrigley said that the Canadian Manufacturers Association and the farmers organization, the Grange, had declared in favor of a parcels post system, and it is only a question of time before some system is introduced. The zone system in the States was on trial and some retailers were using it to advantage. The best policy would be to ask delay in inaugurating a system here until the zone system had been given a couple of years trial. In any case it was far less injurious than the national C.O.D. system proposed by Postmaster-General Lemieux six years ago. The time to fight is now and the way to do it is for the members of the association to get after their parliamentary representatives.

Past President Miles thought parcels post did affect the hardware trade tremendously—in the United States at any rate. The mail order houses over there had made a price on hardware so that these houses could use that as an argument in favor of using the parcels post in buying other goods through them. The opposition of the trade associations in the United States undoubtedly about the introduction of the zone system instead of a general parcels post system with nation-wide boundaries. There is no objection from the associations to the zone system as it stands at present, though there is danger of the mail order interests extending the system by widening the zones. Through the hammering of the hardware and other trade associations there had come about a general law recognizing the merchants of the country.

Parcels Post vs. Express Charges.

The express companies of the United States are not fighting parcels post—certainly not the zone system. When it costs so much for the farmer to get his produce to the consumer through the present instalment of the parcels post the express companies are not worrying.

In answer to a question about parcels post clogging the wheels of present postal system, Mr. Miles said they could not carry parcels post with the present equipment. It was necessary to increase the staff, and the wages of the postal employees had been raised, and at present there is a bill before Congress to still further increase the emoluments of the postal employees. However, there was not the use of parcels post as had been anticipated, an illustration would show the reason why. The ostensible reason given out was that the parcels post would benefit the farmer and the small merchant in rural localities. Take a farmer sending a dozen eggs to his county town, or any place

within his zone. He would pay 15 cents for his carton, weighing perhaps a pound; the eggs would weigh two pounds—making three in all, the cost of which to send would be 9 cents. This would mean that it would cost him 24 cents to send his eggs. He could send a 100-pound case by express 200 miles for 50 cents—which explains why the farmer does not use the parcels post, and also why the express companies are not fighting the system. The farmer prefers to wait until going to town, and when he does, he brings his eggs with him. The consumer is not generally using the system for the same reason—it would make his country produce too dear. The local merchant is at present using the system in buying from the manufacturer and jobber, and is advertising in the country press that he will send purchases by parcels post within his zone.

Murderous Sportsmen.

W. D. Samson, Blenheim, explained the intent of clause eight. He said at present in his section there were so-called sportsmen using guns that were simply murderous. They were destroying the game, not for the sport, but simply for gain. He would like to see this and other associations get in behind the Fish and Game Association and strengthen the hands of the game clubs when presenting the matter before the Provincial Government.

D. Mistelle, Rodney, said it was not the laws that were at fault, but simply that they were not enforced. Some inspectors were nothing but political whisky soaks. "I know because of my connection with them," he added, amid great laughter.

The secretary was instructed to send on to the Ontario Government a copy of this resolution at once.

J. N. McGregor, Oakville, moved the adoption of the report, which was carried.

Free Legal Advice.

W. F. Macpherson, Prescott, moved that the Advisory Committee be authorized to obtain and furnish legal advice on all matters of a mercantile nature for the benefit of members of the association.

In the discussion which followed it was suggested that perhaps a column in the trade journals giving information of this nature or answering questions put to them would do as well, besides saving any expense to the association.

Weston Wrigley, manager of The Canadian Hardware. Stove and Paint Journal, said that paper would be glad to establish such a department, and a resolution was adopted accepting the offer of Canadian Hardware, Stove and Paint Journal.

Thanks for the Lectures.

On motion of D. Cinnamon, Lindsay, seconded by J. N McGregor, Oakville, it was decided to send letters of thanks to the Canadian Wire & Steel Co., Hamilton; E. C. Atkins & Co., Hamilton; and Sherwin-Williams Co., Montreal, for the interesting descriptive and illustrative lectures given under the auspices of these concerns on Monday, Tuesday and Wednesday evenings.

President Madole, before concluding the business of the morning session, stated that he had attended the meetings of the association for the past four years, but he could not remember that he had received so much good as from attending this year's convention. He then announced that, as Vice-President Ireland and Past President Miles, of the N.R.H.A., would leave the city early in the afternoon, the convention would like to hear any message they might care to leave.

Situation in the U. S.

Chas. A. Ireland, the first to speak, said that the N. R.H.A. had accomplished a great deal during the past few months, but he was not going to tell all that, because Mr. Abbott would speak of it at the evening banquet. He wanted to say, however, that Mr. Abbott was right in not going to Atlantic City last fall because of trade differences in the matter of price concessions. He was greatly surprised with the way the present convention took up matters—the plain speeches, right to the point. "If we were to do such plain speaking across the line we would find ourselves in conflict with the Sherman Act. Let nothing," he continued, "take from you your liberty of running your own business. We find in the United States, because of the non-interpretation of certain sections of the Sherman anti-trust law, we do not know where we are at, and so we are fighting to keep what you have got." He believed the advice of a celebrated Michigan political lawyer was good—"Claim everything; admit nothing." I think the time will come when you in Canada and we in the United States will have a general law covering the trade situation. It is, perhaps, for our best interests that there should be. It has been found necessary to curb the trusts. No person objects to that, but the law intended to destroy monopoly has been used to hinder trade.

In regard to parcels post and its injurious effect upon retailers, Mr. Ireland thought that while concerted action would certainly carry weight the thing that will count is the individual effort. Why not meet your local member and talk to him? You will find him a good fellow who will listen to you and will go to the seat of Government primed with information about the merchants' side of this question. At the capitol of Michigan, where a trade matter was before the State Legislature, which, if it had become law, would have worked injustice against retailers, I went to see how the measure was progressing. Other merchants from different parts of the State were there also. The merchants of the State had bombarded their legislators with letters and telegrams, and when we got to the capital one of these members came rushing into the corridor to meet us with a bundle of telegrams shouting, "Look at this; what do you fellows want anyway?" The measure was defeated. This



Major Milton Adams, Picton
Prevented from attending by serious illness



W. A. Rankin, Ottawa
Popular delegate from capital city.

shows what can be accomplished by united action and individual effort. (Applause.)

Importance of Better Display.

S. R. Miles, past president of the N.R.H.A., began his address by stating that when industrial and business conditions are too active things are bound to creep in which afterward will be found hurtful when times are not so good. That is the condition of affairs that obtains in the United States, and it is likely to be the experience of Canada also, as it has been of all young and growing countries, which have made the mistake of not conserving their natural resources. We did not conserve our resources and now we are trying to readjust trade through legislative channels, such as the Sherman anti-trust law, the parcels post and other measures passed ostensibly for the benefit of the public, but really a sop thrown out by the politicians.

If for no other thing these conventions and trade associations do good by taking a man from his surroundings and showing him how others are doing their work. A man is no bigger than his environment, and it is necessary to go out and meet your fellow men. This will broaden you out. There are men, however, in the United States who go to these annual meetings and then go home leaving to the officers the carrying out of the work involved in the resolutions passed, forgetting that the best results come from individual effort. In the several meetings that I have attended here there has been quite a lot said about the matter of price. This price matter may not apply here as in the United States, but judging by recent addresses it does (laughter). While this matter of price is an important one, it is well to remember that profit comes not from the buying, but from the selling of articles, and to my mind the selling of hardware is the important thing. If properly sold the profit will come.

Conditions, it strikes me, are much the same as in our country, for in walking down your streets I notice you have your five and ten cent stores, which means that some merchants here as in the United States are sadly lacking in salesmanship.

If you enter one of these five and ten cent stores, or one of your department stores, you will not find a salesman, except it be a department manager. Yet they are selling the goods, but how? I can take you into these stores and show you that they are getting more money for the same articles than you are getting. They are getting a larger profit and making more sales because they know how to display their goods, and they know how to cater to the ladies. Do you get many ladies into your hardware stores?

You have got to adopt the methods of the five and ten cent stores to succeed, not because of the price or the salesmanship, but because of their display and advertising methods. These stores are in touch with everything sold every day. They know what each department is making every day, and they handle only hardware and other lines that are profitable, cutting out the unprofitable goods. Did you ever yet go into a hardware store and ask for an article that the clerk did not have to climb to the ceiling to obtain? That explains the reason why the department store makes more sales of any hardware article than does the hardware merchant.

In the matter of price you should at least get the lowest possible price consistent with profit. The mail order house can do no better. Adopt their methods. Make better displays of your goods; do better advertising, and you will find that there will be no reason for cursing your fate, but there will be a change for the better—much better than many of you anticipate. (Loud applause).

Thursday Afternoon's Joint Meeting

The joint meeting of retailers, jobbers and manufacturers was called to order by President Bittues of the Exhibition Association. Before proceeding with the conference, however, President Madole, of the Retailers' Association, received the report of the Nominating Committee, composed of J. Zavitz, C. W. Conn, W. A. Rankin, D. Mistele, with J. R. Hambly as chairman. Their report was as follows:

Officers for 1913-1914.

We, the Nominating Committee, wish to report the following names for the officers and Executive for this year:

President—H. Occomore, Guelph.
1st Vice-President—W. F. Macpherson, Prescott.
2nd Vice-President—C. W. Conn, Tillsonburg.
Secretary—Weston Wrigley.
Treasurer—John Caslor.
Executive—Ed. Wanless, Chatham; Geo. Ecclestone, Bracebridge; J. N. McGregor, Oakville; E. J. Creeper, Owen Sound; Chas. Lee, Goderich; W. J. Carter, Picton.

The report was accepted and adopted unanimously, W. J. Carter's name having been substituted for A. M. Watts, St. Catharines, who stated, because of business relations, he would be unable to accept any office this year. The new officers were given seats on the platform.

Effect of Parcels Post.

President Abbott, of the National Retail Hardware Association of the United States, was called upon to answer the question: "What effect will parcels post have upon the manufacturer, the wholesaler and the retailer. He came forward with a smile, but remarked that he would delegate Mr. S. R. Miles to answer that question. And Mr. Miles obeyed.

"I think," he said, "that at present the parcels post in the United States is being used more in the way of getting goods from the manufacturer to the jobber and the retailer than in any other way."

Continuing, he said that the rate for the first four zones was about half that charged by the express companies. The retailers were getting ready to use the parcels post, but he deprecated the fact that some of the retailers were making use of the rural delivery system to deliver goods free. He was of the opinion that this would put an argument into the hands of those who would ultimately aim to do away with the zone system and induce Congress to inaugurate a flat rate for the whole country.

As far as the farmers were concerned he did not think the parcels post would be of any benefit to them. At any rate they were not doing so now to any extent. The cost was too high.

In reply to a question from Milton Carr, he explained that the United States Government did not assume any liability for losses sustained to parcels when in transit. There was, however, a proposal for them to do so.

Continuing, Mr. Miles pointed out that the postal

authorities did not collect the parcels to be sent out, as was done with ordinary mail. They had to be taken to the post office. Then the parcels had to be left open so that postmasters could examine their contents.

"We don't so far really know what parcels post means," continued Mr. Miles. "We are fighting to maintain what we have got. We don't want the flat rate. Your fight is to see that a system is not inaugurated that will injure you."

Asked as to whether the parcels post would lead to an increase in the competition from the catalogue and department store firms, Mr. Miles pointed out that since the new system came into force one catalogue house in Spokane had increased its employees from one hundred to six hundred. Catalogue houses elsewhere were also making arrangements to take advantage of the system.

Lowest Price the Established Price.

Charles A. Ireland, vice-president of the National Retail Hardware Association of the United States, followed.

"The lowest price," he said, "is the established price. It is no use expecting that when the mail order houses flood the country with their catalogues that the retailer can get a better price than they quote. The retailer, if he is to succeed, must co-operate with the manufacturer and the jobber. This means that the retailers must get together and organize.

"We must take into consideration the fact that the catalogue houses are buying their goods at very low prices—as low as the jobber—and are able to distribute them at a low cost. You cannot work too hard to retain your hold upon your market. And you cannot begin too soon.

"It is useless for the retailer to talk loyalty to his customers when they can go out upon the market and buy at lower prices than he can sell at. Our investigation leads us to believe that the catalogue houses are handling just as good merchandise as we are handling. When, therefore, you are confronted with this fact do not tell a customer that the catalogue houses are selling junk. If you do your customer will come to the conclusion that you are either lying or ignorant. Your duty in Canada is to get together and forestall the evils we are experiencing in the United States."

Importance of Organization.

A. A. Bittues: "I quite agree with what Mr. Ireland has said. The remedy is in your own hands. Make yourselves so strong that you can compell the recognition of your rights."

The Interminable Graniteware Question.

Wm. Magladery conveyed from the Northern Association a complaint regarding the price at which a certain department store sold graniteware. This led to a lengthy discussion, for many present had complaints to make on this point, during which it was stated that retailers in Toronto were given an extra discount of 10 per cent. by the manufacturers in order to enable them to compete with the local department stores. Several who were present from towns near Toronto thought they should be accorded a similar extra discount as they keenly felt the competition of the department stores.

No Tinware Association.

Asked as to the existence of a tinware association to whom complaint could be made, Secretary Hardy said that association went out of existence three or four years ago.

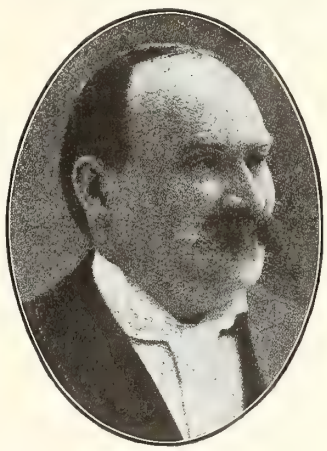
A northern hardwareman said it was possible to buy some tin and graniteware lines in North Bay from mail order houses at less prices than from the manufacturers.

A central Ontario retailer explained that probably this was due to the fact that department stores buying larger quantities were given a better price. That was fair, he thought.

The northern dealer did not think it was entirely fair, because when the retailer got his goods from the manufacturer he had to pay freight, whereas the department store included delivery in their sale price.

Summing up the gist of the remarks another retailer said: "All that we have heard shows that a wrong exists; the question now is, how can that wrong be righted?"

Chairman Bittues: "I think this is so, but your newly-elected executive should be able to take the matter up. If complaints are sent to the executive for adjustment instead of holding a stick over the heads of the manufacturers the wrong would be more surely and quickly righted."



A. W. Humphries
A former President, now with Marshall, Wells & Co., Winnipeg.



R. C. Chown
A former President, now with The Chown Hardware Co., Edmonton

A voice: "If any manufacturer wants to sell to catalogue houses let him sell, but let the rest of us cut him out."

Canada's Freedom of Speech and Action.

President Abbott, of the N.H.R.A., was called upon for some remarks. He began by stating how inter-

SIX NEW RETAIL OFFICERS

Of thirteen officers of the Retail Hardware Association, six are newly-elected officials—the biggest change made yet.

President Madole retires; executive member C. W. Conn becomes second vice-president; W. W. Bennett, Wm. Maglendery, D. A. Macnab and F. W. Otton retire from the executive and Messrs. George Ecclestone, Bracebridge; Charles C. Lee, Goderich; E. J. Creeper, Owen Sound; James N. McGregor, Oakville, and W. J. Carter, Picton, take their places.. George Mathewson, Toronto, succeeds S. M. Burt, Toronto, as auditor, Mr. Burt intending to sell out and go West.

All the new officers are successful retailers, and the 1913 executive is probably the strongest the Retail Association has ever had.

ested he was in the discussion he had just heard. If we can't get together and say the things we ought to say then what is the use of our associations? Here in Canada you have yet left to you the freedom of speech. Across the line we cannot tell a manufacturer to raise or lower prices—that is a restraint of trade—but we can get on our knees and say, please Mr. Manufacturer will you give us these prices. We are burdened over there with a law which says that any combination of any kind which influences prices is illegal and punishable by imprisonment.

Our fight in the United States goes back a long time. Twenty-five years ago the Chicago catalogue houses laid the foundation of their present business. They were first in the position of brokers. They would obtain for you from makers in various parts of the country any goods that you required. But now they have grown and changed their ways. They have large warehouses, and buying at special prices they cut the life out of retail trade, being aided by such measures as this parcels post.

Retailers Handle 90 Per Cent. of Trade.

The retail merchants of the United States still handle 90 per cent. of the total trade of that country, and the manufacturer must depend on those merchants to distribute his goods. All we ask is the same privilege as the other fellow enjoys. If I was to tell you that a peddlar who goes about the country selling wringers can get half a dozen of these articles at a lower price than a dealer taking a carload, you would hardly believe it. Take the steel trap situation. The Oneida Community have agreed that we should have a fair price, and in their catalogue 85 they now quote their house trap at $1.12½. That is pretty good, but we want better.

At our Detroit convention a joint committee was appointed to get together and see what trade improvement could be made. We believe in a combination of service, salesmanship and personality to get profits. At Chicago our committees met, one of the questions discussed being stove boards in which the retailer is up against it. The manufacturers said if that conference was to take up the matter of price then the conference was off. Our committee was composed of Messrs. Hussey, Kreuger and myself. We decided to stand pat, and we virtually said to the manufacturers, we have come to you with our troubles, and we want to take some message back. As a result of that conference we got the jobbers with us. On that manufacturers' committee were five men worth millions in whose lines we were not much interested. Our committee was composed of men who could not cope with that proposition.

Conditions exist in the United States that you want to beware of here. He instanced a trip he made down South where the country seemed to be so backward.

"What's wrong with the South, anyway?" he asked a fellow travel'er. "Well, they work the country with a $10 mule and a $5 nigger," was the reply. The same applied to the retail trade of the United States to-day—the $10 article is sold for $5 through the mail order houses, so there is no chance for development.

The average live merchant of the country is the tax bearer of the community. What proportion of taxes does the catalogue house pay? You do not want laws that will interfere with any person's business, but you do want laws that will be helpful to all.

A. Prudhomme, of Prudhomme & Sons, Montreal, also spoke before the meeting adjourned.

Friday Morning Sesssion

The closing session of the convention was held in the armories' lecture hall on Friday with the newly-elected President, H. Occomore, in the chair.

The following motion was put and carried: "If it meets the favor of the Canadian Hardware Manufacturers Exhibitors' Association, we express the desirability of holding the next convention of the Association in Hamilton in 1914. Toronto being second choice."

The Advisory Committee

The president announced the members of the Advisory Committee for 1913. They are H. Occomore, Guelph; C. W. Conn, Tillsonburg; J. N. McGregor, Oakville and W. F. MacPherson, Prescott, Secretary.

The Auditors for this year are J. W. Peacock and Geo. Mathewson, both of Toronto.

At a subsequent joint meeting of the officers of the Ontario Retail Hardware & Stove Dealers' Association and the Canadian Hardware Manufacturers Exhibitors' Association, it was decided to leave the choice of meeting place to the newly-elected executives of both associations. Besides Hamilton and Toronto, London and Ottawa are named as likely convention cities.

LIST OF THE PRIZE WINNERS.

Those retail hardwaremen who went to the convention early and who registered up to the time of drawing on Wednesday afternoon, had a chance to get one of the many prizes donated by the manufacturers who were exhibiting. S. H. Warnock drew the numbered coupons from the box, and he had as assistants H. Occomore and C. W. Conn. Ed. Wanless acted as announcer. The fortunate hardwaremen were: H. E. Wells, A. Hobbs, H. E. Patterson, Roy E. Carscallen, Chas. Snyder, H. B. Wilson, Fred C. Lariviere, Chas. C. Lee, W. J. Heard, P. H. Alexander, J. S. Collinson, M. S. Drysdale, R. E. Young, A. L. Sheills, J. E. Bell, W. D. Yelf, F. W. Otton, J. MacGregor, W. Manning, N. E. Eade, W. D. Stinson, D. MacNab, W. J. Carter, W. I. Wagg, A. R. Bernhardt, F. W. Barton, N. Zimmerman, R. J. Walkem, H. Stainton, J. J. Dick, Fred. W. Karn, S. L. Adolph, A. Wideman, E. S. Cleland, J. W. Richardson, F. W. Miskelly, W. J. Robinson, W. Woodman, H. J. Marshall, J. Padget, A. F. Hess, J. Douglass, Geo. H. Willard, W. A. Barr, N. McKillop, R. Nicholson, J. Smith, J. S. Crosby, G. Colton, Wm. Adams, R. Hawkins, Robt. McVittie, R. H. Blackmore, Geo. E. Davis, A. Fenwick, J. Lindon and J. Steel.

R. C. Chown, Edmonton, sent his regrets, and also his remembrances to the members of the Executive and the association. Though living in the West he retains his membership in the Ontario Association.

PLANNING FOR NEXT CONVENTION

Several paint manufacturers are considering a practical plan for next year's convention. The proposition will be brought before the paint manufacturers association, the idea being for the paint men to cut out a lot of useless entertainment expense and each contribute to a fund to bring to the convention a speaker to deliver addresses on subjects of particular interest to paint retailers.

Hardwaremen at the Convention

The following are the hardwaremen, members of the association, who registered their attendance at the convention:—

Agincourt—Padget & Hay (Alex. Hay).
Ailsa Craig—W. D. Yelf.
Allandale—J. S. Brunton.
Arthur—Brocklebanks, Limited (W. Woodman).
Arnprior—R. S. Drysdale.
Arnprior—J. S. Moir.
Atwood—John Roger.
Aylmer—Wright & Allan (H. H. Wright).
Aurora—Aurora Hardware Co. (N. E Eade).
Amherstburg—Jones & Tremble (W. H. Jones).
Arthur—R. Nicholson.
Barrie—J. R. Hambly.
Barrie—H. H. Otton & Son (F. W. Otton).
Baysville—Jas. D. Smith.
Beeton—W. J. Bell.
Belleville—Smith Hardware Co.
Bobcaygeon—A. E. Bottum.
Bolton—Smith & Schaefer (Robt. Smith).
Brantford—A. Ballantyne.
Bracebridge—Geo. Ecclestone.
Bracebridge—The Whitten Co. (A. E. Whitten).
Blenheim—W. D. Samson.
Beaverton—W. Glassford & Co. (W. Glassford).
Burlington—Colton & Lorimer (Gordon Colton).
Brantford—G. A. Elliott.
Brantford—J. H. Lake.
Brantford—W. H. Turnbull & Son (Chas. Turnbull).
Berlin—T. B. Snyder.
Bloomfield—W. H. DeGroff.
Burk's Falls—Burk's Falls Hardware Co.
Caledonia—McGregor & Co. (J. McGregor and D. McGregor).
Carleton Place—Taylor Bros. (C. Taylor).
Chatham—J. C. Wanless (Ed. Wanless).
Cobalt—Geo. Taylor Hardware Co.
Coldwater—W. H. Manning (W. H. Manning and W. Manning).
Culloden—W. Holland.
Cochrane—Frank A. Child (F. A. Child, W. Thompson and C. Trimble).
Clarksburg—J. H. Hedley.
Chesley—Walter S. Gray.
Cannington—J. W. Woodward.
Caledon East—G. W. Birnie.
Clifford—N. S. Richardson.
Chatham—Willard Hardware Co. (Geo. H. Willard).
Cobalt—Milton Carr (Milton Carr and H. W. Rowdon).
Dashwood—D. Tieman.
Dresden—J. B. Carscallen (Roy E. Carscallen).
Dresden—Wells & Wells (H. E. Wells).
Drayton—Patterson & Hilborn (H. E. Patterson).
Dundas—Ralph & Wilson (H. B. Wilson).
Dungannon—R. A. McKenzie.
Elmira—M. Weichel & Son.
Elora—A. Hobbs.
Elmvale—Chas. Snyder.
Edmonton, Alta.—Chown Hardware Co.
Fergus—A. E. Nichols (Lloyd McHardy).
Forest—Arcade Hardware Store (Reg. F. Scott).
Forest—Wm. Lochead (Jas. Lochead).
Fenelon Falls—W. J. Heard.
Gananoque—I. W. Bennett & Son (W. W. Bennett).
Goderich—Charles C. Lee.
Granton—W. W. Baker.
Guelph—S. & G. Penfold.
Guelph—H. Occomore.
Guelph—G. A. Richardson.
Guelph—Fred Adams (Wm. Adams).
Hamilton—Stanley Mills & Co. (F. Flitcroft and Chas. Bolus).
Hamilton—Alexander Hardware Co. (P. H. Alexander).
Hanover—B. F. Ahrens.
Harriston—J. S. Collinson.
Havelock—Phillips & Son (W. R. Phillips and A. H. Steelman).
Hensall—Bonthron & Drysdale (M. G. Drysdale).
Hickson—Rowe & Nichol (S. T. Rowe and S. T. Nichol).
Hespeler—L. Grill.
Huntsville—J. E. Mosely (J. E. Mosely and M. E. Mosely).
Hanover—F. Young & Sons (R. E. Young).
Highgate—J. G. Crosby.
Hamilton—Mills Hardware Co. (Nelson E. Mills and M. Canfield).
Hamilton—Wright Hardware Co. (A. J. Wright).
Hamilton—Webster Hardware Co. (B. E. Webster and H. Ramage).
Ingersoll—S. King & Co. (S. King).
Inglewood—A. Spratt & Sons (Arthur Spratt).
Kincardine—Andrew L. Sheills.
Kingsville—D. H. McCay (E. McCay).
Kingston—J. B. Bunt & Co. (J. B. Bunt).
Leamington—H. Lendon.
Lindsay—D. Cinnamon.
Listowel—S. L. Adolph.
Lindsay—J. G. Edwards (A. Hopkins).
Lucan—J. R. McComb & Son (O. S. McComb).
Lucknow—Bell & Dowse (J. E. Bell).
Markham—A. & H. Wideman (A. Wideman).
Meaford—Cleland Bros. (E. S. Cleland and W. F. Johnston).
Merlin—W. A. Barr & Co. (W. A. Barr).
Midland—F. W. Jeffrey.
Milton—Clements & Co. (R. M. Clements).
Mount Forest—F. E. Hendershot.
Mildmay—Leisemer & Co. (C. V. Kalbfleisch).
Markdale—W. J. Bowes.
Mattawa—Joseph Bell.
Mitchell—F. A. Moses.
Moorefield—Geo. Wilson.
Napanee—M. S. Madole.
New Liskeard—Magladery Bros. (Wm. Magladery).
Newmarket—G. A. Binns.
Niagara Falls—J. T. Henderson.
Niagara Falls—G. H. Clark (Estate) (H. E. Patterson).
Niagara Falls—Garner Bros. (W. D. Garner).
North Bay—Geo. W. McDonald.
North Bay—J. W. Richardson.
Oakville—J. N. McGregor (J. N. McGregor and R. McGregor).
Omemee—W. D. Stinson.
Orillia—Orillia Hardware Co.
Orillia—MacNab Bros. (D. A. MacNab and D. MacNab).
Orillia—Phillips & Co.
Oshawa—John Bailes & Son (C. R. Bailes and R. C. Lander).
Oshawa—G. L. Lander & Co. (C. A. Lander).

Ottawa—Wm. A. Rankin.
Owen Sound—Christie Bros. Co. (N. L. Brown).
Owen Sound—Creeper & Griffin (E. J. Creeper).
Palmerston—Chalmers Bros. (Joseph Chalmers).
Pembroke—Dewar & Ryan (W. D. Dewar and J. A. McLain).
Peterboro—Campbell & Best (P. R. Best).
Peterboro—Kingan Hardware Co.
Peterboro—F. R. J. Macpherson & Co. (J. A. Macpherson).
Picton—Carter Bros. (W. J. Carter).
Prescott—W. F. Macpherson.
Preston—Bernhardt & Gies Co. (A. R. Bernhardt and James McKeracher).
Providence Bay—W. I. Wagg.
Porcupine—Marshall Ecclestone, Ltd. (H. J. Marshall).
Port Burwell—A. R. Wright.
Preston—W. F. Mickus (W. F. Mickus and G. L. Paulter).
Peterboro—A. P. Brown.
Port Arthur—Barton & Fisher (F. W. Barton).
Rockwood—S. R. Peart.
Rodney—D. Mistele.
Ripley—Duncan Munn.
Sault Ste Marie—Fulton Hardware Co. (A. G. Fulton and C. D. Campbell).
Sault Ste. Marie—Soo Hardware Co. (W. J. Keyes).
Simcoe—Chas. E. Boyd.
Shelburne—J. J. Metcalfe.
Smith's Falls—R. Hawkins.
Smith's Falls—F. W. Miskelly.
Southampton—Robt. McVittie.
Southamton—John & Trelford (W. H. Johns).
St. Catharines—A. W. Moore (J. B. Archer).
St. Catharines—Watts & Bate (A. M. Watts and H. M. Bate).
St. Marys—St. Mary's Hardware Co. (W. H. Bartlett).
St. Thomas—R. H. Blackmore.
Stouffville—Silvester Bros. (W. A. Sylvester).
Streetsville—James Dandie.
Sudbury—Ricard Bros.
Sudbury—Fowler & Winsor (G. H. Winsor).
Scotland—J. W. Banslaugh.
St. Catharines—A. Riddell & Son (A. T. Riddell).
Smithville—N. Zimmerman.
Tillsonburg—Pow & Wilcox (W. G. Pow).
Tillsonburg—C. W. Conn.
Tottenham—R. J. Walkem.
Toronto—John Caslor.
Toronto—Wright Hardware Co. (R. Wright, R. H. Platt and Jas. Riddall).
Toronto—E. W. Chard.
Toronto—J. W. Peacock.
Toronto—M. Rossiter.
Toronto—S. M. Burt.
Toronto—G. W. Mathewson (Geo. W. Mathewson and K. W. Mathewson).
Toronto—People's Hardware Co. (H. Stainton and R. J. Tarritz).
Toronto—John W. Hewitson.
Toronto—R. G. Christie & Co. (H. B. Christie).
Toronto—Parkdale Furnace & Hardware Co. (H. E. Fenwick).
Toronto—J. Harding.
Toronto—A. Welch & Son (A. Welch, C. Welch, F. E. Ellis).
Toronto—Geo. E. Davis.
Toronto—Keyes & Co. (O. F. Morrison).
Toronto—L. Bloomberg.
Toronto—W. J. Robinson.
Toronto—May Bros. (Geo. E. May).
Toronto—F. A. J. Hunt.
Toronto—Balmy Beach Hardware Co. (T. H. Boyd).
Toronto—Geo. Stirritt & Son (M. Z. Stirritt).
Trenton—S. B. McClung & Co.
Teeswater—R. E. Little.
Teeswater—John Dick & Son (J. J. Dick).
Teeterville—J. T. Scott & Son (H. C. Scott).
Walkerton—S. W. Vogan.
Wallaceburg—Munroe & Zavitz (J. Zavitz).
Waterloo—W. G. Weichel.
Wellington—T. M. Nash.
West Lorne—McKillop & Ferguson (M. McKillop).
Weston—A. M. Oldham.
Walkerville—Walkerville Hardware Co. (Jas. R. Coates).
Welland—B. L. Booth.
Woodstock—Fred W. Karn.
Wroxeter—John Douglas.
Woodstock—Davison & McInnis (G. A. Davison).
Zurich—Charles Hartleib.
Zurich—John Preeter (John Preeter and A. F. Hess).

Retailers and Clerks Present.

Amongst the retailers and clerks who visited the convention were also noted:—

Colborne—J. C. Barfett.
Windsor—Poulter Hardware Co. (A. W. Peck).
Clinton—Harland Bros. (John Harland).
Toronto—F. R. Jackson (J. W. Jackson).
Clinton—Byan & Sutte (J. H. Sutte).
Port Hope—G. A. Outram.
Port Colborne—J. H. Harrison.
Norwich—W. W. Morgan.
Port Elgin—G. McLaren.
Calgary—Wm. Saunders.
Saskatoon—Saskatoon Hardware Co.
Beamsville—H. McTaggart.
London—Purdom Hardware Co. (Alex. Purdom and H. Purdom).
London—J. Young.
Oil Springs—Van Tuyl & Fairbanks.
Dresden—Clayton Walker and James A. Anderson.
Ingersoll—S. M. Douglas.
Georgetown—J. W. Kennedy.
Marmora—A. A. Connor.
Toronto—J. H. Copeland (Russell Copeland).
Guelph—Chas. Byford.
Toronto—W. A. Magee.
New Toronto—F. J. Hicks.
Ridgeway—B. F. Zavitz.
Marmora—Dan. Shannon.
Kingston—Chas. Potter.
Bismarck—Irwin Olmsted.
Hamilton—A. S. Brown.
Toronto—A. Cellers.
Hamilton—H. E. Richards.
Collingwood—Collingwood Hardware, Ltd. (W. H. Lout and Geo. Ferguson).
Windsor—F. G. Mummery.
Staffordville—Geo. Hubbard.
Hamilton—Baby Hardware Co. (John Thompson).
Hamilton—Halliday Bros. (Geo. Halliday and H. J. Halliday).
Kingston—W. B. Dalton.
Toronto—S. Hobbs (Ben. Hobbs).

Jobbers' Representatives in Attendance.

Representatives of wholesale houses who visited the convention included the following:—

H. S. Howland Sons & Co., Toronto—Tom Williamson, Tom Wright and E. J. Butler.

Rice, Lewis & Son, Toronto—W. J. Lawson.

Kennedy Hardware Co., Toronto—J. B. Reade, W. E. Platt and W. H. Cruickshank.

Wood, Vallance & Co., Hamilton—Wm. Vallance, S. H. Alexander, John McCullough and Ed. B. Fielding.

A. Prudhomme & Fils, Montreal—A. Prudhomme.

Stark, Seybold, Ltd., Montreal—Herbert C. Seybold.

Lewis Bros., Montreal—Geo. A. Young.

White's, Ltd., Collingwood—J. T. Zimmerman.

Cochrane Hardware Co., Sudbury—Gorden C. Seybold and C. R. Read.

Cochrane Hardware Co.

E. F. Walter, Montreal—R. A. O'Dell.

Sanderson, Pearcy & Co., Toronto—Chas. N. Haldenby, Chas. Warnock, F. W. S. Davis, and J. P. Booth.

Sudbury, Cochrane Hardware Co.—Gordon C. Seybold and C. R. Reid.

North Bay, Cochrane Hardware Co.—C. S. Leak.

Copper Cliff, Cochrane Hardware Co.—E. A. Doan.

Sault Ste Marie, Cochrane Hardware Co.—J. D. H. Brown.

LADIES AT THE CONVENTION.

The women folk were in evidence at the convention, and they said they enjoyed themselves right royally. Among those noticed were: Mrs. M. S. Madole, Napanee; Mrs. J. N. McGregor, Oakville; Mrs. F. W. and Miss Jeffrey, Midland; Mrs. R. S. Drysdale, Arnprior; Mrs. D. Mistele, Rodney; Mrs. Geo. Mathewson, Toronto; Mrs. J. Young, London, and Mrs. Weston Wrigley, Toronto.

Retailers Were Delighted

Fred. C. Lariviere, Montreal, who has missed but two of the annual meetings of the Ontario Retail Hardware Association, in a letter to President Bittues of the Canadian Hardware Manufacturers Exhibitors' Association, says: "I wish to compliment very highly the organizers of the exhibition and hope next year will see a still larger number of retailers take advantage of this annual gathering to increase their knowledge of the hardware trade."

Beyond His Expectations.

"My opinion of the convention in Hamilton was far beyond my expectations, and I must say that I am well pleased with the visits I made to the many exhibits, and will be looking forward to the next one with pleasure."—J. H. Winsor, Fowler & Winsor, Sudbury.

An Incentive to Growth.

"The excellent spirit pervading the representative men in different lines of the hardware trade gathered together at Hamilton in joint convention was a joy in itself. The fact that on the retailer throughout the Province and Dominion depended the success of the manufacturer and jobber was freely expressed by the representatives of these branches, and the good advice given by the President of the Exhibitors' Association that the retail trade should get closer together—gather strength in numbers and thus gain an influence which will become effective—will, I am sure, prove an incentive to our association because of its very evident truth.

"I was glad to see so many men from 'Missouri' at our association meetings who wanted to know 'Why?' and when the time arrives, which is surely coming, that the Retail Association enters into its own, through increased membership, we will certainly find out why many things happen that are disadvantageous to the retail trade and have these things rectified, and this done, too, in the non-contentious spirit so freely shown by the manufacturers and jobbers in our deliberations. Just as soon as it can be shown that certain lines of policy, adopted by the manufacturers and jobbers are inimical to the retail trade, just so soon will these policies be changed for our mutual benefit. In justice to themselves I trust that many retailers throughout the province will join hand in hand with our association and hasten the time when the increased strength of our association will prove a matter to be reckoned with in the framing of these policies."—W. F. MacPherson, Prescott.

Success From Many Standpoints.

"I think this year's convention has undoubtedly been a success from many standpoints. First, in point of attendance; second, in point of interest shown by the retailers in the discussion of trade problems; third, the amount of buying done by retailers from the exhibitors. There is no doubt in my mind if the retail hardware trade gets thoroughly organized we can remedy many of the evils which we have to contend with from the manufacturers and jobbers; also from irresponsible retailers, and I think every member of the association should strain every point to get after all hardware dealers to belong to our association, attend the conventions and discuss the many trade problems which come before us all. In that way we can come to a better understanding how to overcome these difficulties. Personally I would like to see local organizations formed to deal with matters which come before the hardwareman in his own locality."—C. W. Conn, Tillsonburg.

It Was Good to be There.

"The outstanding features of this year's convention appeared so good that it would be hard to specialize. The magnificent display of 'goods made in Canada,' which filled the immense armory, and conceded by our prominent American cousins who were present, to be one of the finest ever exhibited under one roof, was certainly the cause of thrilling one's heart with pride. And the royal treatment accorded the retailers by the manufacturers will leave pleasant memories lingering for months to come. Then the pleasure of meeting the retailer's best friends, the travellers, was certainly worth while, and right royally, both socially and at the business end, did they contribute their share towards making the convention a success. Then, again, the renewing of old friendships formed at former conventions with the retailers from all over Canada, and swapping ideas with these bright, brainy men, is always a source of great pleasure and profit. And the trade discussions which took place in the afternoons, and the Question Box at night—what business man could attend those meetings without obtaining ideas of inestimable value to him? And last, but not least, the illustrated lectures given by the manufacturers on steel, saw and paint making, in the writer's own case, he considered well worth the cost of the trip."—W. J. Carter, Carter Bros., Picton.

The Hardware Convention Question Box

The Two Evenings given to this Method of Discussing Business Problems and Practices Proved to be the most Practical and Profitable Feature of the Convention

The Question Box discussions took place on Tuesday and Wednesday evenings, Feb. 18 and 19, in the assembly room at the Waldorf Hotel, and they were, without question, the best that have so far been held under the auspices of the Association. L. C. Abbott, president of the N.R.H.A., who attended the second night's discussion, said he had to come to Hamilton to hear for the first time the chairman adjourn a Question Box meeting.

Wm. Magladery, chairman of the Question Box Committee, took charge of the meeting the first night, and an exceedingly good chairman he made. The room was well filled when he asked the first question. By the way of introduction, he said the discussion could be made both profitable and pleasant through the co-operation of those present.

Influence of Trade Journals.

"How are we going to get the indifferent hardwareman to attend the convention?" he asked.

On this question there was a showing of hands. Almost overwhelmingly they voted "trade journals" for first place. Then followed in order, "seeing it advertised," eight; "influence of other retailers," six; "invitation of manufacturer or jobber," four.

Cash Versus Credit Business.

"Has any retailer tried giving a discount for cash purchases?"

One member replied, "I sell for cash and give 5 per cent. discount, except to institutions. There was a little difficulty starting the scheme at first—for perhaps three or four months—but now I have no trouble whatsoever. It is not the big accounts with which I have found trouble, but the man who comes in on Saturday for a small article and who wants it booked up. This cash discount cuts out a lot of this trouble."

Another gives a coupon to every purchaser buying 25 cents worth of goods, but only to cash customers. These coupons are redeemable in chinaware. This has been found an inducement to trade for cash. No coupons are given on cut-priced or bargain-priced goods. These latter we sell for cash straight on 5, 8 and 10 cent counters. He found his cash customers were the very ones who formerly asked for credit.

A third had reduced his book debts from $8,000 to $2.000 within a year by offering a 5 per cent. discount for cash. He was able to give these figures because he had just finished taking stock.

"I sell cement for cash and credit," said another, "but have different prices. The credit man pays more than the cash customer, and still more if he wants it for six months."

Cutting Out Small Credit Accounts.

Still another had reduced all credit sales 40 per cent. A year ago he began giving no credit on sales totalling less than a dollar, even though the person purchasing had a book account. He, too, found that it was the small accounts that caused all the trouble, and he decided to eliminate them. As a result he found that the credit business is a habit. The man may have money in his pocket to pay for the article, but he will say "charge it," simply through force of habit. While cutting out these small credit accounts he found that his cash sales had increased.

"Both stores in our town started the cash system at the beginning of the year, and found it to be the only system," said another.

One hardwareman found the cash system did not work out so well with him, because of his two competitors being wealthy men and giving practically unlimited credit. He tried trading for cash for six months and found that if a man wanted to buy a stove he rather feared to buy from him because he knew cash would be asked, and he might be refused credit if he asked for it, so he had to "come off his perch." He did believe, however, it was the correct method, and he was seriously considering starting a cash system again.

Another gives a 5 per cent. check through his cash register, and found that a man would walk blocks to get that 5 per cent. check, believing he was getting something for nothing. As the checks were redeemable in goods from his store, on working out he found that the discount amounted to about 3 per cent.

One hardwareman had tried the cash system for six years and found that his business had increased every year. His cash sales were fully 60 per cent. better than six years ago.



Wm. Magladery, New Liskeard.
Who ably conducted the Question Box discussion on Tuesday night.

Chairman Magladery, in summing up, thought that the methods of one of the speakers was a good one—"Cash on small accounts should rule."

Handling Electric Fixtures.

"In a small town where hydro-electric is coming, would it pay to sell electric fixtures?"

"I have been carrying electric fixtures for years. Ours is a power town of about 3,000. I carry a $1,000

stock of fixtures, and find it one of my best paying investments. We do not, however, install the fixtures."

In another town where there is hydro-electric power it was found by a hardwareman that it would not pay to carry electric fixtures because the power commission there sold all these electric lines themselves, even going from door to door with them.

Tinsmithing Apprentice Problem.

"How is it possible to make tinsmithing attractive enough to get boys to learn the trade and so increase business?"

Several speakers found it difficult to get the boys under any considerations, one Toronto dealer saying it was impossible to get apprentices. Still others found that boys just as soon as they were able to make a joint, went out as fully-fledged tinsmiths. He knew of one or two instances where the boys went west with just this amount of experience, and had demanded journeymen's wages, and got them, too.

One hardwareman gives a bonus to his boys at the end of the year. This, he finds, holds them, and they do not try to go away when the winter is over. This bonus he increases every year. The first year he gives $30, the second $50, and the third $75. He finds it works all right.

The Beaver Board Proposition.

"Is Beaver Board a good line for hardwaremen to handle?"

One hardwareman living near a summer resort sold some beaver board for the cottages at the lake, but found it was not entirely satisfactory, so changed to Bird's wall board, and found it more satisfactory to the customer, and also more profitable to the dealer. He carried a small stock.

Another hardwareman stated that a representative for beaver board called on him saying he was selling to only one dealer in each town, but saw some few days after placing his order a drayload of board passing his store to another dealer. He cancelled his order there and then.

Still another found both beaver board and wall board profitable to handle, and to carry stock of both lines as well, because he was some distance from the factories and freight charges were pretty high.

One man carried 5,000 feet of beaver board in stock and sold two good orders. He sold four sheets the other day to a new arrival in the country and expected to get six more orders as a result.

Another found that while not making much money in selling beaver board at $25 a thousand (some dealers said they go $30) found that he was able to follow up with paint orders, getting the paint manufacturer to supply him with color schemes and decorative suggestions, which ultimately landed good paint orders.

For and Against Resale Prices.

"Are resale prices favorable to retailers?"

The explanation of "resale price," as given by the chairman, was that in which the price was stamped on the box or article, the dealer being forced to sell it at that price. "Is this method of selling goods favorable to retailers?" was the question to be answered.

"I have found in each case," said one man in opening the discussion, "that the manufacturer who has goods to sell at a set price, puts a sufficient margin over and above the price to the retailer, except in the case of some American goods on which the profit is not large enough to cover the duty and leave a reasonable profit to the retailer."

"You will find," said another, "that a number of American firms have both U. S. and Canadian prices, the latter being large enough to cover the greater cost on account of duty. The resale price tends to encourage dealers to get together and adapt a uniform selling price on many lines handled by them."

"The plan is all right providing the price is enforced, otherwise it again resolves itself into a question of the dealer making his own price."

"I think," spoke up another dealer, "that on certain lines of goods, it is a good thing for the manufacturer to set the price. On other lines, however, I would not say it was the best thing for the retailer. I will give you an instance. I get in two kinds of razors on which there is no set selling price. One costs me 75c., and the other only $4 per dozen. I mark them both at $1.50, because I feel that the one costing the smaller amount of money will give just as good value to the user as the other. Now, if the manufacturer who sells that $4.00 razor had the setting of the price, he would probably make it 75 cents. There are some articles on which we have to make a little larger profit than others, and I think a man should use his judgment in marking such lines. The resale price may be a good thing on general lines but there are exceptions."



THREE BIG MEN FROM THE STATES
Past President Miles, Vice President Ireland and President Abbott of the National Retail Hardware Association

Use Judgement in Setting Price.

"The catalogue houses get in their goods and set their price according to what they think the article is worth in the estimation of customers," stated a hardwareman. "I feel that I, too, should have the same right—that of using my judgment as to the value to the customer of the goods I buy. I don't think the manufacturer should say just what price I should sell each article at."

"I think that as a general rule, the price set by a manufacturer or jobber is the lowest price and the dealer is at liberty to sell above that figure if he wants to," stated one speaker. "Away up north, for instance, it is necessary to get 15 to 20 per cent. more on account of the greater expenses. A man in a certain part

of the country may be able to sell an article at $1, while some place else it may be necessary to exact $1.50. I don't think a resale price should be set until the article is so well advertised that it is well known—has become a household word. I know there is a certain line of goods which I sell—an imported article—on which I make a big percentage. I certainly wouldn't want the price set on it. Then again, say I get in some baseball bats, all costing the same, I pick up one perhaps that feels just right. I will mark that one at an advance of 50 per cent., while perhaps the next one



J. R. Hambly
Past President and member of Reception Committee.



D. Cinnamon
Past President and member of Reception Committee.

which does not fell just as good I sell at a price giving me only 25 per cent. In a case where an article is extensively advertised, the resale price may be preferable.

Enforcing Patented Price.

Another retailer said: "I don't think a set selling price is a good thing unless it is a patented price and can be enforced. There is a certain iron which I have in mind on which the selling price is $2.25. It is not a patented price, however, and one of my competitors is selling it at $2.00 and another at $1.90. Then, again, there are certain standard goods with a set price that has to be maintained. I think the set price in that case is all right."

"The resale price with shoes," said one man who handles a general stock, "takes well with customers. When they come in to buy they see the price stamped on the sole, and so there is no bantering. It should work the same with hardware. Take for instance, a washing machine selling at $8. The people know the price and ask no reduction. Your competitor knows the price you are selling at and doesn't cut the price. I think it has a strong tendency to eliminate price-cutting."

The summing up of the chairman was: "If a man has the backbone to ask and maintain the price, the resale price on well known lines is all right. If he hasn't let him get out of business."

Competition With Mail Order Houses.

"How are you meeting catalogue house competition?"

"I will tell you an experience of mine in regard to catalogue house competition," said one retailer. "A customer came in to look at a $1.50 hand saw. He went at me hard, declaring he could get the same saw from a mail order house for $1.35. I asked him if he would purchase the saw from me on exactly the same terms as the mail order house offered. He said he would, and I agreed. 'You buy this saw in Toronto at $1.35. I will sell it to you at the same figure. Now I want 2 cents for postage, 5 cents for postal note and 25 cents for express. You will pay me $1.67 please.' He put up a big kick, but at last paid over his money. Then I took the saw and hung it up on the shelf. 'If you call in 10 days you will get that saw.' I told him 'that is the length of time it would take you to get it from the catalogue house.'" While this story was not entirely new to all present it created much laughter, and when the speaker tried to tell how "high in the air" the purchaser went at his proceedings the audience went into screams of laughter.

"I keep a catalogue right on the counter," said another dealer, "and if anything is said regarding catalogue prices, I open it right up and make comparisons.

"I think a good method of combating mail order competition is never to buy a dollar's worth of goods from a firm that sells to catalogue houses."

Canvassing the Local Factories.

"Does it pay for the retailer to canvass local factories for belting, tools and other factory supplies, and does it pay to stock them?"

Some members volunteered the information that they carried leather belting in stock up to 5 inches, others to 6 inches and some as high as 8 inches.

"Have any dealers cut out this line and gone into others for which they believed they could work up a better trade?" the chairman asked, but there were few who stood up in answer to the question.

A member from Hamilton said, "I find that many wholesalers sell to factories at the same price as to retailers, so that there is no chance for the retailers to get this business. Why even employees of some of the factories can buy wholesale through the office."

"Our town is regularly visited by wholesalers," said an Owen Sound man, "who visit the factories and take orders for belting, tools, etc., and the local retailer is left to supply only the odds and ends which are needed at once, and which they can't wait for to come from the wholesale houses. Even this little business has to be done at a small margin."

"Although he doesn't get the big business," said another, "it pays the local retailer to canvass the factories and keep in close touch with them. I find that by regular calls I secure the goodwill of the local factories, and secure orders for many little things which in a year amounts to an appreciable figure. Orders for small things amounting to $30 or $40 per month,

NEXT YEAR'S MEETING PLACE

The Advisory Boards of the Retailers' and Exhibitors' Associations will meet in Toronto on Easter Monday to consider the best location for the 1914 convention and exhibition.

While London extended an invitation for the next convention, the retailers expressed a preference to Toronto or Hamilton as more central.

There is a growing sentiment, however, in favor of holding the 1914 convention at Ottawa, especially amongst the exhibitors, it being pointed out that a special train could be run from Toronto to Ottawa with hardwaremen from points west and north of Toronto.

A joint convention of Ontario and Quebec hardwaremen, with a big deputation waiting upon the government, ought to help in matters of legislation.

if you can get several factories, is not to be lightly regarded. I have also been able to get orders for belting at prices showing a fair margin of profit.

Big Stock Not Necessary.

"It isn't necessary to carry a very extensive stock," said another dealer. The dealer should try, however, to secure the trade of as many factories as possible. It would hardly pay to keep a full stock for one factory's trade."

"I think that it is a matter for each dealer to settle himself according to the conditions existing in his town or district. I have had the same trouble in regard to supplies for mines. Wholesalers would sell us and then go and sell the mines, so that there was no chance for us to get this business—at least not very much of it. For this reason we went out of this line and put in other goods of which we could sell more and on which we secured a better profit. If conditions were favorable, it would be all right for the dealer to go after the business of the local factories. A man has to use his own judgment."

Value of Special Sales.

"Do the members consider the holding of special sales such as stoves, graniteware, etc., good advertising when done by a well established firm?"

"The holding of special sales is a good business proposition, providing the goods have been bought at the right price," stated one hardwareman. "At the present time I am holding a sale of graniteware. I have some goods which regularly sell at 85 cents priced at 40 cents. The people know the regular price of the lines, so that it brings business and proves a great advertisement."

"Has it not a tendency to bring about price cutting?" was asked this member.

"No, it has not. It attracts the attention of the people and brings greater prominence to the store. Special sales also have a tendency to detract from the 5, 10 and 15 cent stores when we have sales of smaller priced goods."

"We adopted the policy some time ago of having a weekly leader," said another. "We would advertise in the local paper that on Saturday we would have a special price on a certain line. For instance, the first week we offered dippers and dust pans at 10 cents. We filled the window on Thursday with them and by 4 o'clock on the day of the sale they were all gone. The next week we had rivets in packages to attract the men and paring knives for women customers. It drew people to the store from long distances and we secured a lot of new customers."

Special Sales and Price Cutting.

This dealer, in answer to questions, stated that they sold goods at just about cost, that there was no general tendency toward price cutting. The benefit to the dealer came from the fact that if a customer secured by these specials required anything he would buy it, and besides it provided a means of getting acquainted with the people.

"I bought about twenty-five different lines of tinware to retail at 10 cents," said another dealer. "I filled the window with these, and, as a result, sold more in a week than ordinarily in 52 weeks. If people need an article, put it before them and they will buy it."

"I was originally in the stove business, but went into other and general lines. I tried a special sale of graniteware for two weeks. Interest in it gradually dwindled and I began to feel that we were expending too much effort on it for the results secured. I called the clerks together, got their opinions on the matter and decided to put special efforts on tools. We put a display in the window at regular prices with good results. Price didn't seem to cut any figure."

"We conducted a bargain counter at one time and found it attracted cheap customers. While bothering with them we neglected the good customer—did not give him proper attention. However, we used to have a special of lantern glasses at 3 cents, and people would comes miles to get them at that price. We also had a special for women and for the men in town. These were maintained all the year round and only cost about $50, which we considered was cheap advertising."

WEDNESDAY EVENING'S SESSION.

The second night's session of the Question Box discussion was held on Wednesday night in the same room at the Waldorf Hotel as on the preceding evening. Ed. Wanless, Chatham, was in charge of the meeting, which was graced with the presence of L. C. Abbott, president; Chas. A. Ireland, vice-president, and S. R. Miles, past president of the N.R.H.A. of the United States, who were reciprocating the visit of the Ontario representatives to the convention of the National body at Detroit a year ago. All these gentlemen took part in the discussion.

Satisfaction in Stove Sales.

"What should a stove dealer do to give satisfaction to women purchasers of stoves?" was the first question asked.

"It is necessary for the dealer to know his stove, its construction, and its special features," said one large stove dealer. "He should also send a competent man to set it up and to explain to the housewife how she should manage it, and how she could get the best results from an economy of fuel. More stoves are condemned through the dealer either not understanding the stove he is handling, or not explaining to the purchaser how to run it, than through any fault of the stove itself. I have found more disappointments through faulty drafts charged against the stove, which on investigation should have been made against the chimney than because of any other one complaint. I think all stove manufacturers try to put out a good



MILTON CARR, Cobalt
Whose northern aggressiveness stirred the convention.



F. W. MISKELLY, Smith's Falls
Delegate from Eastern Ontario.

article, and if dealers would only inform themselves of the points about the stoves they are selling and give this information to their customers, the complaints against faulty stoves would cease. In country places there has been a difficulty in getting people to understand the use of ranges burning coal, because they have been accustomed to using wood, but if dealers would try to acquaint customers with the working of the stove there would not be much trouble."

"Lack of information," said another, "is at the bottom of all complaints. After selling a stove and installing it, the purchaser should be shown just how it works. Every time I install a stove, after completing the connections, I lift off the pipe and burn a news-



J. W. Zavitz, Wallaceburg
Member of Membership Committee



Reg. F. Scott, Forest
Delegate from Western Ontario

paper under it to see if the draft in the pipes and in the chimney is all right, and in five times out of six I light the first fire in the stove. Sometimes a little nut will fall off in erecting. This, if not missed, might cause trouble, but if a competent man is there he can find the fault immediately and apply the remedy."

Another said that people after having all the points of a stove explained to them, did not know how to get the most satisfaction from the fire. "They diddle around the grate, when a complete revolution would get rid of the ashes and all clinkers. Then they fill the fire box too full of fuel, wasting two-thirds of the gases up the chimney. If the fire box is only half filled this will allow of a gas combustion chamber and make a much better fire, saving both time and fuel to the housewife. If these little points were explained in selling a stove they would help in giving satisfaction."

Defective Drafts and Defective Stoves.

A Central Ontario man said he had been "selling stoves for 25 years, and with the exception of two or three exchanged for newer stoves, he had yet to take a stove back. I make it a rule to explain to customers all the points about the stove, and the care and attention to be paid to fires—when shaking to close all drafts, and things like that. When setting it up after purchase, we see that the pipe fits properly on the stove and into the chimney. We have had lots of trouble with people changing from wood to coal, and because of this have replaced the stoves of other dealers, not because there were any faults with the stoves, but rather because there was a lack of information given when the stoves were purchased. I venture to say that 999 of the stoves out of a 1,000 I have handled are all right. We always send a competent man to set up and explain the workings of the stove, and have no bother thereafter."

A country hardwareman found that in his locality coal dealers sold to farmers stove coal for their ranges and because of this there was dissatisfaction. Stove men should see that their customers insist on nut coal for their ranges. Another thing: "If dealers get a good deposit on their stove sales there would be no trouble, but when little or no deposit is made purchasers made a kick every time payment was asked."

Parcels Post and Hardware Trade.

"How would Parcels Post affect the hardware business?"

L. C. Abbott, president of the National (U. S.) Retail Hardware Association, gave the Canadian retailers some idea of this question across the line. He told of how many bills setting a flat rate had been killed in the United States, and how the present zone system in that country had at last been given a trial.

"It is only in the experimental stage now," he said. "It is demonstrated that certain phases of the present bill are unsuitable. One bad feature of it was shown the other day in Chicago when a quart of red paint was sent by parcel post. The lid came off in transmission with the result that a large quantity of letters were destroyed. Such things show the unsuitableness of the present arrangements. This movement should be watched closely by your association. The best slogan you can adopt is: 'Wait and see how it works out in the United States.' It is only an experiment there, and as it is to-day is a menace to the small retailer. In many parts of the States the big dealer was growing bigger, and the smaller dealer smaller. The hardwareman and other merchants, too, should take more interest in public affairs, should watch legislative matters more closely. By using more energy in this direction they would be better able to adjust trade matters more satisfactorily."

Policy of Waiting and Watching.

"A policy of waiting to see how the system works out in the United States has been recommended to our association," said Weston Wrigley, secretary of Ontario Retail Hardware and Stove Dealers' Association. "We should not rush rashly into any system, but wait to see how this experiment across the line works out. Let us gather together a few incidents, such as that of the paint given by Mr. Abbott, and we will find it possible to put up strong and effective opposition to parcels post, which is being urged by the city dailies and magazines carrying mail order house advertising. Let the retailer in the small town combat this agitation by securing the assistance of the local publisher, as parcel post is also extremely detrimental to his interests."

Mr. Wrigley pointed out that parcels post had the tendency to make the big city dealer bigger and the small dealer smaller. He referred to an address of Hon. J. E. Jones, United States Consul at Winnipeg, delivered before the American Hardware Manufacturers' Association at Atlantic City, in which he had urged them to sell their goods in Canada through mail order houses. "From what I learn," he said, "it is apparent that certain interests friendly to Mr. Jones intend to establish in Canada a mail order house similar to Montgomery, Ward & Co., of Chicago.

Parcels Post Experiments in U. S.

S. R. Miles, a past president of the National (U. S.) Retail Hardware Association, and retail editor of the Hardware Reporter, St. Louis, pointed out that one

of the arguments in favor of parcels post was that it would reduce the cost of living, but so far this had not been substantiated in the United States. He referred to eggs, which could not be sent by this system to advantage. "Parcels Post was never intended to help the farmer," he declared. "Statistics gathered show that the farmers are not using the system. Probably 90 per cent. of the parcels now being shipped are from the large to the smaller cities."

He also advocated that retail dealers in Canada holding back to see how the present experiment in the United States worked out. "You will get a good deal of information about this in your trade journals," he concluded.

Conventions With and Without Exhibitions.

"What would the Association meetings be without the exhibition feature?"

President Abbott, in reply, said some State associations across the line had successful conventions without an exhibition. "Missouri, for instance, has had splendid conventions for years, and only at the past convention have they had an exhibition. In my own State, Iowa, we always have an exhibition in conjunction with our annual convention, and they have been very successful during the past six or seven years. We hope to make it always a success in Iowa. Three active members of the association look after the exhibition. Our booths are about 10 x 12 for which we charge $25, with $30 for corner booths. We let out the decorating. Our committee is on hand at all times to adjust any complaints that may arise. These exhibitions had an influence to bring in new members. Many of the dealers attending the exhibition place their orders with the exhibitors, even when it is for delivery in the future. In this way they show their appreciation to the exhibitors in helping make the convention a success. If there is anything you can do to help the exhibitor you should do so. It is not necessary, nor is it wise, to overbuy, but if a representative of one of the manufacturers exhibiting can go home and show some sales to his principal, it is quite likely he will be told: 'Billy, you are all right; you may not have made any money, but you have made one decided advantage in getting an acquaintance with the trade, and I think the exhibition for this alone is good.'

"In regard to your convention let your meetings start on time. Do not have long programmes—three hours a day is sufficient. Let the rest of the day be free to inspect the exhibits, or move around with other dealers; and don't let the amusement features interfere so as to detract attendance from convention meetings or exhibition."

The Case for Eavetroughing.

"What price should be charged for eavetroughing in order to make a profit?"

"The cost of eavetroughing depends on who puts it on and how and where it is put on. If it is necessary to drive eight or ten miles with a couple of men, a dealer doesn't make much. We get 10 cents for 10-inch and 12 cents for 12-inch," said one dealer.

"Up in our town the price of eavetroughing has been down to 5 cents for many years. Recently we got together and managed to put the price up to 7 cents," said a second hardwareman.

Another dealer told how price of eavetroughing in his town had been at 7 cents for many years, but had recently been raised to 10 cents. "Taking the whole season 'round," said he, "I don't think there is any money in it at less than 10 cents, and when I go back home I am going to try to put it on a better basis."

"There is great difficulty in getting apprentices," said another. "We have to pay a helper $1.50 per day and teach him his trade. Up to two years ago we only got 8 cents. We felt that we were not getting enough and we put the price up to 10 cents—1 cent per inch girth—and we have been getting the increased price without difficulty."

"In Guelph," said one hardwareman, "I get 10 cents for 10-inch and 12 cents for 12. If we go out of the city 2 cents per foot more is charged, and we won't take jobs of less than 125 feet or so. If they want less than that they have to wait until we have some other work in that locality. There is no reason why we should put up troughing at such ridiculous prices. If the dealer would figure up the cost including incidentals, he would find in many cases that he is losing money."

Cost of Material Plus Labor.

"If a man comes in and asks about eavetroughing," said a Toronto man, "we quote a price that gives us a profit. If he isn't satisfied with it, we offer to charge him for the goods and send a man to put it on at a certain wage per hour."

"It is the work and not the cost of the material that is the greatest factor," said still another. "It takes just as long to put up smaller gauge as large, and yet this is not shown in the rates charged; while again much more can be put on a barn in a day than on a house."

"I think if any man will figure up the exact cost to him, he will not do eavetroughing at 7 cents," said



GEO. MATHEWSON, Toronto
Elected as Auditor for 1913



H. E. PATERSON, Drayton
An enthusiastic young delegate

a member who proceeded to figure up the exact cost to the dealer on a basis of 100 feet. Here are his figures. He lives in a small town:—

Cost of goods	$3.30
Wages of man	2.50
Wages of helper	1.00
Horse and wagon	1.00
Solder, tools, etc.	.50
Total for day's work	$8.30

"Here is a total cost of $8.30. The dealer would have to get 10 cents."

Some dealers thought some items, such a wages, too low. One man pointed out that no provision had been made for overhead expenses in this account.

Another dollar ought to be added for that. It was agreed, however, that two men should put up more than 100 feet in a day.

"Last year we put up 8,000 feet of troughing," said one dealer, explaining his position. "If a man came in and wanted his barn fitted, we would tell him we couldn't do it until we got some more in his neighborhood—1,000 to 1,500 feet altogether. It doesn't pay to put $2.50 per day men out eavetroughing. We keep such men on furnace work, and send out two men who only cost us $2.00 and $1.00 and who are competent to do such work. We have been getting 10 cents for the work, 25 cents for mitres and 15 cents for elbows. We are going to start to charge 12 cents per foot and won't go out for less; nor will we start until we get enough in that territory to warrant it."

Mitres, Elbows and Furnaces.

The discussion here drifted on to mitres. Some dealers charged 15 cents extra for these—others as high as 25 cents. One member said that there was no money in making mitres in the shop, but exception was taken to this statement by another dealer who said he had his men do this work during slack time; it was better than having them sitting around.

"In slack times?" questioned a member. "If you have any men without lots of work, I wish you would send them to me. I just simply can't get enough men."

From this point the discussion changed to furnaces.

"Furnace dealers are very numerous in Toronto," said E. Holt Gurney, of the Gurney Foundry Co., Toronto. "Prices were gradually forced down until in some cases they were considerably below cost. We formed an association in order to get better acquainted, and, as a result, conditions in the furnace business in Toronto have greatly improved, and we are getting better prices. If a dealer had an idea of the exact cost including overhead expenses and a better understanding of the other fellow, he would not do work at the low price he sometimes does. In Toronto we have effected a material increase in prices—probably 20 per cent."

Another said he wouldn't consider the installing of a furnace without getting a sufficient profit, and if he couldn't do it on a profitable basis he would shut up his shop. He rebuked those members who didn't have the nerve to ask the price and quoted Service in an effort to inspire them to do so.

Tinsmiths and Profit-Sharing.

"Has profit-sharing with plumbers and tinsmiths been found satisfactory, and if so, what system has been found most profitable?"

"I am at present trying out a man on salary," said a Southern Ontario hardwareman, "with the added inducement of a bonus paid at the end of the year. I take the gross profit on the plumbing and tinsmithing department, and, after making allowances for stock used, etc., share the residue with the man running the department. Paying this bonus at the end of the year only holds the man. He will not thus leave at an inconvenient time, because if he did so, he would only get a salary. So far it is working out all right."

Cash Trade in Farming Communities.

"Where 80 per cent. of trade is with farmers, can cash or 30-day trade be done successfully?"

"It depends on the dealer himself," "It depends on his backbone," "I think it easier to do a cash trade than a thirty day," were a few of the opinions expressed.

The farmer got a great deal of hot shot as a result of the next question: "Can a retailer shorten credit to farmers to 60 days without loss of trade?"

The tiller of the soil was generally given credit for great ability in securing extension of credit, even when he had the money in the bank and was able to pay. The majority of dealers apparently have much trouble with long credits and extensions of credit. In some towns a man with lots of money extends credit freely and forces the others to do so.

"The fact that some hardware dealers run a cash trade shows that credits can be curtailed," said a Northern Ontario dealer. "It is well known that farmers frequently run accounts when they have money in the bank. A discount of 4 per cent., or 1 per cent. more than the bank allows on deposits, should induce cash buying."

A dealer from the County of Simcoe reported that he does not find farmers looking for long credit in his section of the country, the majority settling in three months. Ninety per cent. of his binder twine during the past season was sold for cash. He attributed this to a great extent to the education of the farmer to this method of doing business.

It was charged by some members that the farmer was not a business man and could not be educated to follow business methods, although it was agreed that he was business man enough to secure extensions of credit from the dealer, and in the meantime keep his money in the bank drawing interest.

What he saved by staying away is not likely to compensate any hardwareman in Ontario for what he lost by not visiting the convention and exhibition at Hamilton.

Rendering Accounts Monthly.

A dealer told of having opened up in a town where they had not been in the habit of rendering accounts except at long intervals. He decided to send all bills out every 30 days. "There were some people who told me that the public would not take kindly to the idea, but I maintained that it was my own business and I had a right to incorporate my own ideas in it. It was not long before customers began to say they liked the idea too, as it reminded them of the amount they owed. We did run across some customers who objected to being billed. One man who had owed for binder twine for a year and a half, came in in a fury and declared he would never buy from me again. 'I will be candid with you,' I replied. 'If all my business with you was on a similar basis to this I would be better without it.' He went away, but before long was back dealing with me again."

Introduce Uniform Selling Price.

A manufacturer present suggested it would be a good plan for retailers to adopt a uniform selling price and give 5 per cent. off for cash. He urged that they decide on it before breaking up convention. As an illustration of the good qualities of this plan he pointed out that the dues of a certain organization were

$10 if paid by January 1, and $12 after that date. Most of them paid before January 1.

"I would suggest," broke in a retailer at this point, "that the wholesalers and manufacturers establish a precedent in this matter by themselves giving 5 per cent. off for cash."

"I have followed the plan of giving 5 per cent. off for cash for 20 years and find it a good thing," said another dealer. "Unless there is some inducement to pay cash, the customer is going to buy all he can on credit."

"I used to render accounts to farmers once a year," said another. "When they received them they would frequently come in with complaints that there were some items wrong. I found this bad for business, so I put in a McCaskey account system whereby the customer receives his account to date every time he makes a purchase. People who used to allow their accounts to run up near the hundred dollar mark before paying, now settle up when they get up around $15. In the meantime our business has been on the increase."

Sharpening Safety Razor Blades.

"Can Gillette blades be satisfactorily sharpened?" One dealer heard there was a sharpener made in Germany for bringing back the edge to safety razor blades, but he could not remember the name. That reminded him, he said, that there was a hardwareman in Philadelphia who sharpened all kinds of razors, knives, scissors, etc., placing a machine in his window for doing so. As long as he kept the sharpener in the window he had plenty of work to do, and a crowd in front of the window all the time, but when taken out the business fell flat.

Here A. A. Bittues, of the Gillette Safety Razor Co., entered, and on the question being put to him, said: "No. We try to make a uniform blade, but any dealer finding non-uniformity can send the blades back, and we will replace them. They cannot be sharpened."

Loss Through Oil Settling in Tanks.

"How can retailers overcome loss through oil settling in tanks?"

One dealer said he kept his linseed oil in the barrels and found he had a loss of between a half and one gallon per barrel. He cleaned out the barrels with gasolene and sold the resultant mixture to farmers to mix with barn paint, and found he overcame any loss there might otherwise be.

Another dealer cleaned out his Bowser tanks the same way, selling the mixture to farmers at a slight profit.

It being after 11 o'clock the chairman adjourned the meeting.

LOOKING FORWARD TO NEXT YEAR.

Plans are already being made for next year's convention. Mr. Holt Gurney, of The Gurney Foundry Co., Toronto, was impressed with the educational possibilities of the illustrated lectures depicting the processes of manufacture. He has made application to the Retail Hardware Association for permission to include as one of the evening programmes next year an illustrated talk on stove salesmanship. It is Mr. Gurney's intention to feature actual selling scenes demonstrating the selling game, although some attention will also be given to the manufacturing end. He proposes to make the lecture purely educational instead of being an advertising proposition.

THE BRITISH COLUMBIA DELEGATE.

S. H. Warnock, of Anderson & Warnock, Vancouver, who represented the British Columbia Retail Hardware Association at the Hamilton convention, is insistent that the Ontario Association should send a representative to their convention. "If you cannot send President Occomore this year we will look forward to seeing your next year's president, Mr. Macpherson," said Mr. Warnock.

Mr. Warnock is an Ontario boy and learned the hardware business in his home town (Ingersoll) working for ten years with A. H. Ellis. Later he spent a year with Rice, Lewis & Son, Toronto, then on the road in the Western provinces for Lewis Bros. Next he spent four years as traveller for Lamplough and McNaughton, manufacturers' agents, Montreal, taking over the business of the Vancouver Hardware Co., Vancouver, six years ago. He is a brother of Charles E. Warnock, of Sanderson, Pearcy & Co., Toronto.



James McGregor, Caledonia
Chairman of Resolutions Committee



S. H. Warnock, Vancouver
Representative from B. C. Retail Hardware Association

PRICE PREVARICATOR CAUGHT.

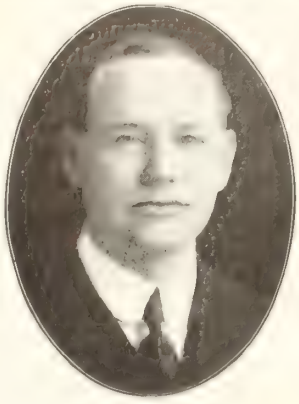
J. R. Hambly, Barrie, related an incident at one of the convention meetings wherein he downed one of those "Can-get-it-cheaper-elsewhere" prevaricators. In his town the hardwaremen had got together and arranged to maintain a reasonable price on their goods. One day a man with a reputation for beating down prices came in, wanting to buy a manure fork. The price was named to him. He replied, "I can get that cheaper at ———," mentioning a figure somewhat below the selling price. Mr. Hambly said he didn't think he could. The would-be customer, trying to bluff, said: "Do you mean to say that I am lying?" "Yes; if you like to put it that way," said Mr. Hambly, "but to make sure, I will just call up Mr. ———." He went to the 'phone, and, calling up the other dealer, asked if Mr. So-and-So had been in to see him regarding manure forks, and if he had quoted him a special price. The reply came back that the man had not been in to buy, nor had he named a special price to any customer.

The customer-to-be overheard the conversation and went out in a huff. Mr. Hambly lost the sale, and perhaps some other sales, but the man is coming round again and paying cash without question.

C. C. Cartwright, agent at Winnipeg for several hardware manufacturers, was a visitor to the exhibition.

Canadian Hardware Manufacturers Exhibitors' Association—Officers for 1913

President: M. R. Griffith, Canadian H. W. Johns-Manville Co., Toronto.
1st Vice President: Adam Taylor, Taylor-Forbes Co., Guelph.
2nd Vice President: H. P. Hubbard, E. C. Atkins & Co., Hamilton.
3rd Vice President: T. W. Kirby, Hamilton Stove and Heater Co., Hamilton.
4th Vice President: Geo. Spence, The Steel Company of Canada, Hamilton.
Secretary-Treasurer: F. M. Tobin, Tobin Arms Mfg. Co., Woodstock.
The Advisory Committee is composed of the following:
A. A. Bittues, chairman, Gillette Safety Razor Co. of Canada, Montreal.
Chas. E. Stewart, Jas. Stewart Mfg. Co., Woodstock.
F. M. Tobin, Tobin Arms Manufactur- Co., Woodstock.
R. B. Johnson, Pinchin-Johnston Co., Toronto.
David F. Griffith, B. Greening Wire Co., Hamilton.
J. Billinghurst, Boeckh Bros. & Co., Toronto.
Geo. B. Dowswell, Cummer-Dowswell Co., Hamilton.
Director and Chairman of Exhibitors' Committee: J. W. Moncur, Ontario Lantern and Lamp Co., Hamilton.
Director and Chairman of Entertainment Committee, B. D. Blackwell, Glidden Varnish Co., Toronto.



M. R. Griffith



F. M. Tobin



Adam Taylor



H. P. Hubbard



T. W. Kirby



A. A. Bittues



Geo. Spence



Chas. E. Stewart



R. B. Johnson



J. Billinghurst



D. F. Griffith



Geo. B. Dowswell



J. W. Moncur



B. D. Blackwell

The Hardware Exhibition and the Exhibitors

A Brief Glance at the Many Lines Shown by the Hardware Manufacturers of Canada

The aim of the Canadian Hardware Manufacturers Exhibitors' Association to turn out at this year's convention the best exhibition of Canadian hardware and associated lines that has been shown in the Dominion was realized. The exhibits in the armories compared most favorably with those that have been shown in past years at the convention of the Ontario Retail Hardware Association.

The Hamilton armories were well suited in every way for such an exhibition, allowing a neat and regular arrangement of booths with plenty of room for those present to view the displays to advantage. The lighting of the building was also all to be desired.

This is the first year that the exhibition has been managed by the Canadian Hardware Manufacturers Exhibitors' Association and much credit is due them for the excellency of the showing made and the success of their initial efforts.

The exhibition was of a great deal of value to visiting retailers. The opportunity was afforded of acquiring more knowledge of many lines of goods already handled and of becoming acquainted with other goods which they might stock to advantage. In addition many of the booths gave suggestions for display to those present. Altogether every hardwareman present could not fail to be greatly benefitted by the exhibition and the interests which he took in the goods shown will mean much to those firms exhibiting.

* * *

The Oneida Community Co., of Niagara Falls, Ont., had two nicely arranged booths. In one was shown their handsome cabinets of "Community" silverware while the other was a window display suggestion for selling traps. It represented a trapping scene beside a small pond and was quite realistic and attracted considerable attention.

* * *

A miniature model house showing the use of their roofing was a feature of the exhibit of the Brantford Roofing Co., Brantford. They were giving prominence to the use of their roofing both for roofing and siding purposes, as well as to their full line of slate crystal roofing.

* * *

A big range of saws of different varieties were on exhibition at the booth of Shurly-Dietrich Co., Ltd., Galt. The good qualities of their "Maple Leaf" brand were brought prominently before visiting retailers, special attention being given to their cross-cut saws made of razor steel and tempered by their secret process.

* * *

A display of oil tanks with the self-measuring attachments was made by S. F. Bowser & Co., of Toronto, and secured the attention of many of the retailers present.

* * *

E. C. Atkins & Co., Hamilton, showed an extensive variety of saws for every purpose. Their men were on hand to explain the good qualities of "Sterling" brand to the visiting retailers.

Ladders of different kinds formed a large portion of the exhibit of the Stratford Manufacturing Co. They had an assortment of all kinds and sizes. In addition they showed ironing boards, clothes hangers, as well as miniature models of their swings.

* * *

The Yale & Towne Manufacturing Co., St. Catharines, in their display showed a regular stock cabinet of builders' hardware samples, which they were bringing to the attention of dealers. Another feature of their exhibit was a moving key showing the internal operation of the Yale cylinder.

* * *

The Canadian Tap & Die Co., Ltd., of Galt, Ont., had a large display of their taps and dies arranged in unusual and fancy designs. They were emphasizing the good qualities of "Little Giant" brands to the visiting retailers.

* * *

The Sherwin-Williams Co., of Montreal, gave particular attention during the exhibition to their flat wall finish as used for decorative purposes. Their other regular lines of paints and varnishes were also shown to good effect.

* * *

The Glidden Varnish Co., of Toronto, has a striking display of their Jap-a-lac green label varnishes. They were arranged in the booth so as to attract the attention of visiting retailers while the company had their salesmen on hand to explain the good qualities of Jap-a-lac goods.

* * *

A new ash sifter called the "Daisy," manufactured by Soren Bros., of Toronto, was shown in their booth, and its good features pointed out to both retailers and the general public. The elimination of dust in its use was one of the big features pointed out, while "Save 40 per cent. of coal bills" was a prominent slogan.

* * *

Portable steel cupboards and lockers were featured to good effect by the Dennis Wire and Iron Works, London, Ont., which had a booth at one end of the hall.

* * *

One of the largest displays at the exhibition was that of Taylor-Forbes Co., Guelph, who had an attractive and striking display of the builders' and heavy hardware, including many hardware specialties handled by the trade.

* * *

The "New Idea" washer in the booth of Cummer-Dowswell, Ltd., Hamilton, attracted a good deal of attention. They showed churns and wringers and various kinds of washing machines, including their electric washer.

* * *

The Dunlop Tire & Rubber Goods Co., of Toronto, had a neat little booth with a well-lighted wall inset showing certain of their lines. They gave emphasis to mechanical rubber goods such as garden hose, etc.

A furnace in actual operation was a feature of the display of Jas. Stewart Manufacturing Co., Woodstock, who had a full showing of their "Good Cheer" furnaces, ranges, heaters and registers.

* * *

A good display of stoves was shown by the McClary Manufacturing Co., London, who gave particular prominence to their interchangeable coal, wood and gas ranges in an effective manner.

* * *

The Canada Paint Co., Montreal, exhibited and explained the good qualities of their different lines of "C. P." paints, with considerable attention to Sanitone for interior work.

* * *

Action was a means of attracting attention at the booth of Geo. C. Kaitting & Son, Galt, who were featuring the good selling points of their motor washers.

* * *

The Open Book Rest Co., of Hamilton, had an exhibit pointing out the convenience of their book rest for telephone books, directories, etc.

* * *

In the tasty exhibit of the Dominion Register Co., Toronto, different sizes and finishes of their McCaskey Account Register were shown, which men were on hand to point out their importance to the dealer conducting a credit business.

* * *

The Gillette Safety Razor Company had an attractive booth in which their different styles of razors were shown to good effect. Different methods were used to remind dealers of this well known line, and to impress the "no stropping, no honing" upon them.

* * *

Many different varieties of brushes were shown in the display of Boechk Bros. Co., of Toronto, who gave particular emphasis to their "Steel Grip" painter's brushes.

* * *

The One Minute Washer Co., Toronto, had their usual display of washing machines and wringers which were brought before hardware men, and also the general public in the opportunity was afforded.

* * *

E. T. Wright & Co., Hamilton, Ont., showed different lines of interest to the hardwareman, featuring their lanterns. One of the new lines which they introduced was a sanitary sink pail with many commendable qualities.

* * *

The Williams Chemical Co., of Russel, Ont., had a booth which interested many customers. They showed Dr. Williams' fly and insect destroyer, which is put up in one gallon, half-gallon and one-quarter gallon cans.

* * *

"A hanger for every door that slides" was the slogan of the Richards-Wilcox Canadian Co., London, Ont., and the fact that they tried to impress on the mind of each hardwareman present.

* * *

The "Banner" varieties of lanterns were shown to good advantage by the Ontario Lantern & Lamp Co., of Hamilton, in their display. The "Trulite" cold blast lantern was one that was given particular attention. They also showed lamps of different kinds.

The H. W. Johns-Manville Co., Toronto, in a well-arranged exhibit featured asbestos roofing, which, as they pointed out, requires no painting, and has the good feature of being non-conductive, thus keeping the building on which it is used, cooler in summer and warmer in winter.

* * *

A practical demonstration of their Eureka electric vacuum cleaner was carried on by the Onward Manufacturing Co., Berlin, which attracted attention, especially when the general public were in attendance. Their furniture shoes were also shown.

* * *

A brilliant display that secured a good deal of attention was that of the Canadian Tungsten Co. At the rear of the booth, a star was worked out with "Nulite" electric lights, the centre being formed by a Tungsten light of unusual size and brilliancy.

* * *

F. W. Bird & Son, Hamilton, had a corner booth in which they showed "Paroid" roofing and "Neponset" wall board. They had on hand samples of the effective that can be done with the latter line, which is being handled extensively by the hardware trade.

* * *

In a corner booth, D. Moore & Co., Hamilton, had their lines of stoves and ranges arranged to good advantage, giving prominence to their "Treasure" ranges.

* * *

The National Machinery and Supply Co., of Hamilton, had an exhibit of their different specialties in hardware for carpenters and woodworkers.

* * *

Different makes of their stoves were shown by the Moffat Stove Co., Weston, who made a feature of their combination ranges, combining coal and gas facilities. The good features of this range was pointed out by the salesmen in charge.

* * *

"Empire" stoves and ranges were exhibited by the Canadian Heating and Ventilating Co., Owen Sound. A new style of heater on legs, and with triangular grate bars was shown. It is called the "Empire Oenebec."

* * *

Clare Bros., Preston, had quite an extensive exhibit of their well known lines of stoves and ranges. Hecla furnaces formed a prominent part of the display.

* * *

David Maxwell & Sons, St. Mary's, had a display of washing machines, lawn mowers and food choppers

SECRETARY TOBIN'S GOOD WORK

To Frank M. Tobin, Woodstock, most of the credit is due for the big exhibition held at Hamilton. For weeks before the convention he gave a large portion of his time to the making of arrangements for the event, while the week before and the week during the convention he gave all his time to his secretary work, hardly visiting his exhibit of Tobin guns and auger bits. And when payment was suggested he absolutely refused to allow it.

Mr. Tobin is a blunt-speaking individual, but behind his bluntness there's a sterling worth, which wins him the warm-hearted friendship of all who come into close contact with him.

in a very prominent position. Their electric washer in operation attracted a good deal of interest and attention.

* * *

Meakins & Son, Hamilton, had an artistic arrangement of brushes in their exhibit, showing all kinds and sizes. They also showed matting in their display.

* * *

The Hall-Zyrd Foundry Co., Hespeler, showed a large number of their lines including their "Pilot" stoves and ranges and "success" furnaces.

* * *

Their regular lines were displayed by Burrow, Stewart & Milne Co., Hamilton, including their "Jewel" stoves and furnaces and their line of "Imperial" scales.

The International Varnish Co., Toronto, had an interesting booth, as usual, at which the good qualities of Lacqueret and Elastica varnishes were brought prominently before visiting dealers.

* * *

The Gurney Foundry Co. had an extensive display of their 1913 models of stoves and ranges. A central feature was an unusually large range such as used in hotels.

* * *

The Hamilton Stove and Heater Co., showed their "Souvenir" ranges and other lines of stoves to good advantage. They also exhibited a line of builders' hardware, this being the first year they have taken up this line.

* * *

The Chadwick Brass Co., of Hamilton, had an outstanding display of brass goods. In their booth they showed a fireplace trimmed with all the needed brass goods. It attracted considerable attention.

* * *

Their "Wear Ever" aluminum utensils were shown in neat display by The Northern Aluminum Co., Toronto, the salesmen in charge of the exhibit pointing out the economy, purity and durability of these lines.

* * *

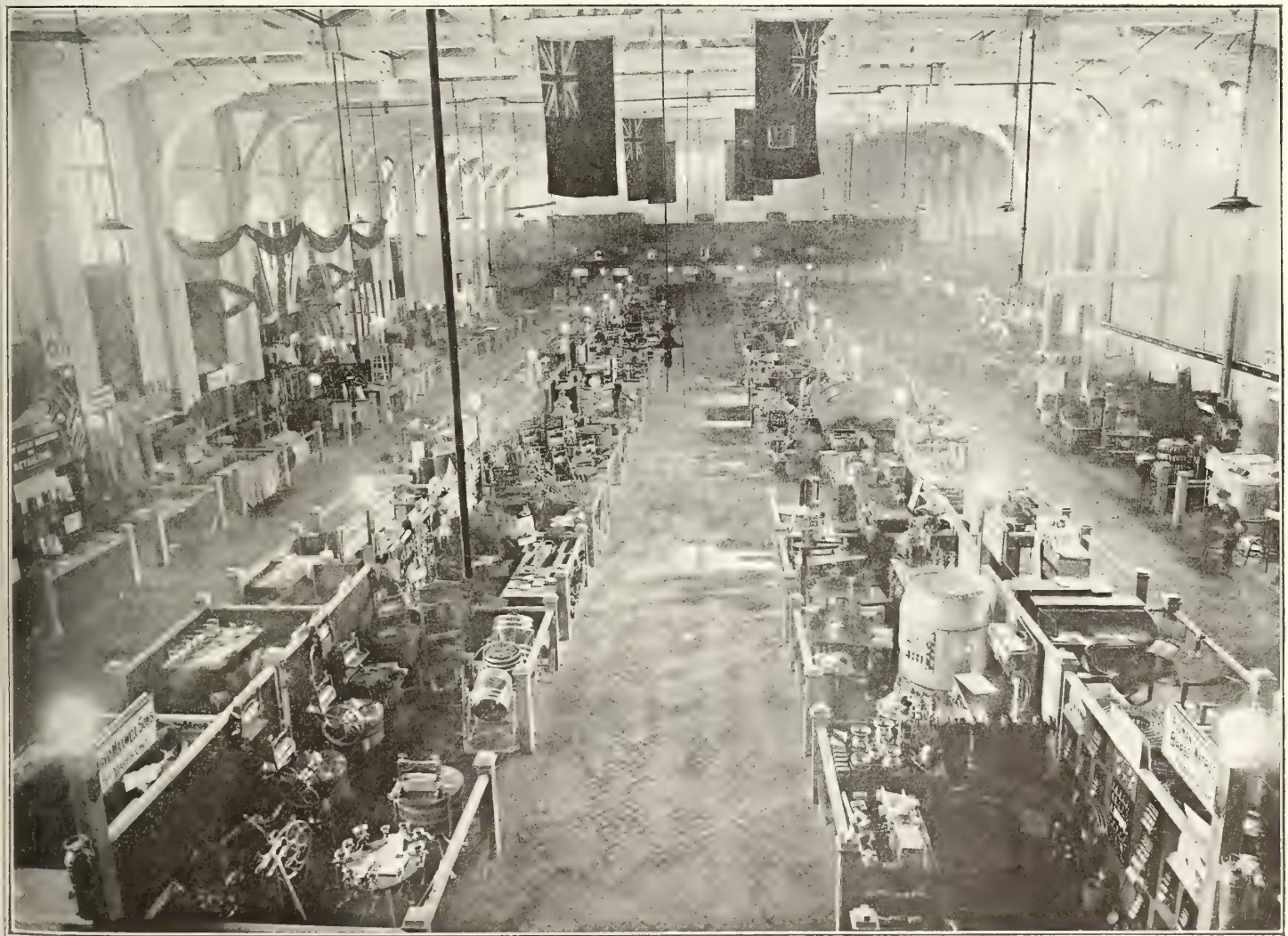
Minerva Paints, the product of The Pinchin-Johnstone Co., (Canada) Ltd., Toronto, were shown to good effect at the exhibition, samples of the work done with this paint being on display in the booth.

* * *

A corner booth and a tasty arrangement of the goods gave the paints of Lowe Bros., Toronto, special prominence. Salesmen were on hand to demonstrate the qualities of "High Standard" paints.

* * *

The Flexible Conduit Co., of Guelph, had an exhibit of electric irons as well as a product for covering



The Hardware Exhibition at Hamilton.—View taken from above the booth occupied by Canadian Hardware, Stove and Paint Journal. The only picture taken showing all three aisles. Note the solid construction of booths, with pillars every second booth, bearing signs and electric lamps.

for electric wires. The two brands of this covering are "Braidduct" and "Steelduct."

* * *

Washing machines and wringers were shown by J. H. Connor & Son, Ottawa, and by practical operation of their washers attracted a good deal of attention to their booth.

* * *

The Gutta Percha & Rubber Manufacturing Co., Toronto, showed a full line of rubber goods handled by the hardwareman, including garden hose, auto and carriage tires, rubber shoes, mats, etc.

* * *

Right at the entrance to the exhibition hall was situated the booth of the Tallman Brass & Metal Co., Hamilton, in which was shown a big assortment of brass goods as well as different lines of metals.

* * *

N. B. Misener, Toronto, had a big display of wood products, including shovel and axe handles, small wagons and kindred lines.

* * *

Remington Arms U.M.C. Co. had a display showing the different lines of shells. This company is just starting a new Canadian factory at Windsor, Ont., and it was announced that they expect to be able to make deliveries from this factory by July 1.

* * *

Aluminum ware, the product of The Ware Manufacturing Co., Oakville, Ont., was among the lines shown at the exhibition, kitchen ware of all varieties being shown to good advantage.

* * *

The Auto Strop Razor Co., Toronto, had a display of their line, a feature of it being their moving figure showing the operation of the razor.

* * *

A neat and attractive exhibit with a silent salesman showing their lines was arranged by the Lufkin Rule Co., of Windsor. They showed all varieties of rules and tapes, featuring steel tapes of all lengths.

* * *

The John Morrow Screw and Nut Co., Ltd., Ingersoll, Ont., showed their different lines of "Morrow" screws, nuts and twist drills.

* * *

A big range of shovels and kindred lines made up the exhibit of the Canadian Shovel & Tool Co., Hamilton. They held a demonstration of the lifting power of their shovels.

* * *

"Everything in Asbestos" was the prominent slogan of the Asbestos Manufacturing Co., Montreal. Besides demonstrating the uses of their goods, they gave prominence to the fact that they could supply it for every use.

* * *

The use and making of actual typewritten letters for circularizing purposes was demonstrated with telling effect by the Writer Press Sales Co., Toronto, in a nicely arranged booth.

* * *

The Supreme Heating Co., Welland, Ont., carried a number of lines in their exhibit, pointing out the good qualities of their "Supreme" stoves to visitors.

* * * *

The hardwareman who goes in for the sale of fencing was interested in the display of the Frost Wire & Fence Co., Hamilton, who showed fencing of many varieties.

* * *

The Canada Wire & Iron Goods Co., Hamilton, showed wire goods of all kinds in their display, giving particular attention to wire cloth which the hardware dealer sells a good deal of.

* * *

The Steel Company of Canada had a nicely arranged display of their "Invincible" fencing and gates. They also showed wire nails.

* * *

The Canadian Buffalo Sled Co., Preston, had a good display of sleds and pony wagons, as well as advertising their swings by use of a miniature model shown in their booth.

* * *

The Pease Foundry Company, Toronto, showed their "Economy" furnaces and had men on hand to give information about them. This company have recently started a new plant in Brampton, Ont., in order to take care of their increased demand for their lines.

* * *

The exhibit of the Canadian Hart Wheel Co., Hamilton, was made up of a big variety of wheels for grinding purposes, special attention being given to the general lines such as carried in every hardware store.

* * *

The Canadian Steel & Wire Co., Hamilton, brought their lines into prominence, showing their different varieties of fencing as well as their different makes of gates.

* * *

The different varieties of "Tobin Simplex Guns" were shown in the booth of the Tobin Arms Manufacturing Co., Woodstock. Bits, another line handled by this company, were also brought prominently to the attention of visiting retailers. A background of these showing all sizes was arranged in very artistic manner displaying them up to advantage.

* * *

Their several different lines were shown by the Hamilton-Toronto Sewer Pipe Co., Hamilton, who featured glazed sewer pipes and fittings. They handle all varieties of clay pipes.

* * *

The B. Greening Wire Co., Hamilton, had a large display of their different lines of wire goods. One of the lines given special attention was wire rope for hoisting purposes.

* * *

The National Cash Register Co., of Toronto, had a double booth in which their different varieties of registers were presented in attractive form. Salesmen were on hand to explain the advantages of each to the dealers, and to point out the latest improvements on their registers.

Salesmen at Exhibition

The following are some of the representatives of the manufacturers in charge of the booths at the Exhibition:—

F. W. Bird & Son, Hamilton—G. S. Wakeford, F. T. Bush, L. McLaughlin, E. E. Gledhill and D. E. Lawler.

E. T. Wright & Co., Hamilton—G. C. Matheson and G. C. Wright.

Canadian H. W. Johns-Manville Co., Ltd., Toronto—M. R. Griffiths, C. H. Lewis, George T. Smith and W. S. Radforth.

D. Moore Co., Hamilton—J. L. McMartin, A. L. Robinson and W. B. Lewis.

Canadian Steel and Wire Co., Ltd., Hamilton—R. S. Rider and Geo. D. Hubbard.

Richards-Wilcox Canadian Co., Ltd., London—Charles L. Wideman.

Frost Wire Fence Co., Ltd., Hamilton—C. C. Morin and J. A. Smith.

Stratford Mfg. Co., Ltd., Stratford—Charles A. Moore and R. E. Harris.

Hamilton Stove and Heater Co., Ltd., Hamilton—W. H. Carrick, T. W. Kirby, J. E. Bennett, W. Burrow and E. H. Knight.

Tallman Brass and Metal Co., Hamilton—A. H. Tallman and G. W. McKnight.

Onward Mfg. Co., Berlin—T. A. Witzel, A. L. Hixon, C. L. Inman and George A. Cox.

Canadian Buffalo Sled Co., Ltd., Preston—Frank Melton.

James Stewart Mfg. Co., Ltd.—C. E. Stewart, T. C. Stewart and E. McDougall.

Sherwin-Williams Co., Ltd., Toronto—C. A. Thomas, R. J. Spalding, W. G. McIntyre A. E. Cowley, R. J. Hunter, R. E. Stinson and L. R. Greene.

Canadian Tungsten Lamp Co., Hamilton—C. J. Walker.

Ontario Lantern & Lamp Co., Ltd., Hamilton—J. W. Moncur and E. S. Cook.

Boeckh Bros. Co., Ltd., Toronto—John Billinghurst and Lawrence J. Levy.

Gutta Percha and Rubber Mfg. Co., Toronto—W. H. Alderson, T. W. McKenny, H. E. Wiles and C. N. Larsen.

Canadian Shovel and Tool Co., Ltd., Hamilton—Frederick Skelton, W. E. Skelton and J. Reid Murphy.

Canadian Tap and Die Co., Ltd., Galt—R. W. Smith and Stanley Baird.

Taylor-Forbes Co., Guelph—Adam Taylor, John M. Taylor, Jr., and Geo. P. Waters.

Shurly-Dietrich Co., Ltd., Galt—P. S. Hickey and E. C. McMurtry.

Pease Foundry Co., Toronto—R. B. McKinnon, R. J. Millar, G. H. Brydon and C. T. Pearce.

Meakins & Sons, Ltd., Hamilton—W. G. Meakins, H. Charles and Jos. Rayner.

Northern Aluminum Co., Ltd., Toronto—R. H. Osborne and R. A. Anderson.

Gillette Safety Razor Co., Ltd.—A. A. Bittues, D. P. Cotter and J. D. Dunn.

J. H. Connor & Son, Ltd., Ottawa—J. L. Connor and J. T. Jeffrey.

Glidden Varnish Co., Toronto—Fred. Webbing and B. D. Blackwell.

Dominion Register Co., Ltd., Toronto—J. C. O'Connor, W. N. S. Hunter and F. P. Dillon.

Hall, Zyrd Foundry Co., Ltd., Hespeler—Z. A. Hall, O. Zyrd and A. W. Cain.

McClary Mfg. Co., London—M. F. Irwin, A. M. Smith, W. B. Screaton and O. Ferguson.

Lufkin Rule Co. of Canada, Ltd., Windsor—Edwin Russell and J. A. Hossack.

Geo. C. Kaiting & Son, Galt—Geo. C. Kaitting and H. A. Kaitting.

Tobin Arms Mfg. Co., Ltd., Woodstock—F. M. Tobin, Jr., and L. F. Jacques.

Asbestos Mfg. Co., Ltd., Montreal—A. M. Spear, Toronto.

National Machinery and Supply Co., Ltd., Hamilton—P. M. Yeates and R. C. Townshend.

E. C. Atkins & Co., Hamilton—H. P. Hubbard, C. R. Hubbard, C. G. Peckover and Miss N. A. McGillivray.

Lowe Bros., Toronto—F. H. Brown, Milton Bergey, Jas. McMartin, N. F. Vanzant, J. E. Thomson and John Lowe.

Ware Mfg. Co., Oakville—D. G. Allan, D. A. Pollock, M. A. Mairs, W. Hector and H. H. Speare.

National Cash Register Co., Toronto—R. B. W. Robinson.

Gurney Foundry Co., Toronto—E. H. Gurney, F. W. Spry, H. H. Beer, J. Anthony, D. W. Rose and A. J. Ross.

International Varnish Co., Toronto—C. Vogt and W. H. Davy.

Pinchin, Johnson & Co. (Canada), Ltd., Toronto—R. B. Johnson, A. M. Towe and F. L. Wemp.

Auto-Strop Safety Razor Co., Toronto—C. T. Patterson and F. A. Miller.

Canada Paint Co., Toronto—H. Clucas, H. H. Ellis, R. J. Sirman and A. L. Hellems.

Moffat Stove Co., Ltd., Weston—T. L. Moffat, E. B. Westwood and A. Staples.

Clare Bros. & Co., Preston—James Lochead, J. D. Aitchison and B. F. Davey.

Canadian Heating and Ventilating Co., Owen Sound—J. H. Christie and H. C. Filsinger.

Canadian Yale & Towne, Ltd., St. Catharines—A. W. Clark, W. J. Nahrwold and G. A. Williams.

David Maxwell and Sons, St. Marys—J. W. Gallaugher and Wm. Ready.

Burrow, Stewart & Milne Co., Hamilton—Edward Goff, W. J. Carson and Robert S. Duncan.

N. B. Misener, Manufacturers' Agent, Toronto—N. B. Misener G. E. Misener and F. C. Thompson.

Chadwick Brass Co., Hamilton—H. J. Turner, A. H. Chadwick and A. G. McAllister.

B. Greening Wire Co., Hamilton—D. F. Griffith, W. J. Robertson and S. B. Macdonald.

Williams Chemical Co., Russell—C. F. R. Taylor and C. E. McCaffrey.

Cummer-Dowswell Co., Hamilton—George P. Dowswell, H. H. Cummer and T. T. Baine.

John Morrow Screw, Limited—P. J. Hoenscheid and George Duncan.

Remington Arms U. M. C. Co., Windsor—J. H. Ross and Court Thompson.

Oneida Community, Niagara Falls—S. R. Griffiths and R. Hudson.

Dunlop Tire & Rubber Goods Co., Toronto—K. R. Spencer, C. M. Woodburn and J. J. Patterson.

Hamilton-Toronto Sewer Pipe Co., Hamilton—C. H. Wallace, E. Shepard and R. H. New.

Open Book Rest Co. of Canada, Hamilton—R. W. Robinson, A. M. Bruce, F. W. Reinke, C. Crayaston, G. L. McRea and F. Kuhn.

S. F. Bowser & Co., Toronto—E. J. Murphy, A. L. McIntosh and R. W. Williams.

Soren Bros., Toronto—Louis Soren.

Brantford Roofing Co., Brantford—Fred. Chalcroft, Mgr.; G. N. Huff, C. G. Secord, J. A. Virtue, A. G. B. Tisdale and D. H. Smith.

Steel Co. of Canada, Hamilton—W. Cameron L. Krieger, D. D. O'Connor, C. E. Harrison, Geo. Miller, W. F. Hodgson, D. Languedoc, W. A. Rowland, and G. Spence.

The Writer Press Sales Co., Toronto—A. P. VanFleet and Geo. Weese.

One Minute Washing Machine Co., Toronto—F. J. Ehrhardt, John Weighton and John Sawyer.

Supreme Heating Co., Welland—C. E. Wiltse.

Exhibitors Well Satisfied

In response to a request asking for a statement regarding the impressions made upon them as a result of the Hamilton exhibition, a number of exhibitors give here their experiences:—

"We never made a display at an exhibition before which we felt gave us as good results. The sales were very satisfactory, although that, perhaps, is not the main thing to be accomplished at an exhibition. We feel that it thoroughly makes the dealer acquainted with the goods and the policy of our house, and that the average dealer goes to a convention not to be asked for orders, but to accomplish just what we claim. He can order better at home when he has his stock in front of him. The writer would be glad to see the exhibition go to either Toronto or Ottawa, in view of the better hotel accommodation which is available. The writer would like to reiterate his proposition that we sometime have a convention in the spring, or summer, perhaps in the month of June. When the convention is held in February, it means that paint and

other spring lines are the centre of the platform, necessarily, because the hardwaremen are interested in what is a very present problem with them at the beginning of the year. If the convention were held in June, stoves and furnaces would be a matter for serious consideration, together with other fall lines, and the fall in the general hardware business is a generally active season. Further, if the convention were held in June it would be possible to obtain possession of some hotel like the Royal Muskoka, or the Wa Wa, prior to its opening for the summer, and certainly that convention would be a notable one from the entertainment standpoint. It seems to the writer that it would be a point worth discussing."—The Gurney Foundry Co., Toronto.

"We booked more orders at the Hamilton convention than we have at any previous hardware convention. For the next convention to be held we would prefer either Toronto or Hamilton. The Daily Bulletins which you issued were exceptionally good."—The Onward Manufacturing Co., Berlin.

Want Next Exhibition at Ottawa.

"We are very much satisfied both with the publicity obtained for our goods and the immediate returns. We opened new accounts and secured some satisfactory business. We are already noticing the effect of the exhibition in orders coming in by mail. In regard to location for next year, we are in favor of Ottawa. We believe that some inducement can be offered the Western Ontario dealer which will bring him to Ottawa, and the greatest good can be obtained for the Retail Association as well as the Exhibitors' Association if the exhibition is held there. We can also attract attendance from Quebec."—Tobin Arms Manufacturing Co., Woodstock.

"At these conventions we never attempt to take any orders or solicit any business. Our exhibit is simply for publicity and for the purpose of getting our salesmen in touch with the retail hardwaremen."—Oneida Community, Niagara Falls, Ont.

"We do not endeavor to make the hardware exhibition a selling proposition, but rather one of demonstration of our wares and an opportunity of getting in closer touch with the retailer whose patronage we already enjoy, and with others whom we have not before had the pleasure of meeting. In every particular we realized beyond our expectations. These conventions and exhibitions are educative, and travel undoubtedly broadens a man's views, so we are therefore favorable to varying the points of meeting. We look with favor upon Ottawa for 1914. The Exhibitors' Association will do all in its power to make its exhibition such that every hardwareman in the province will not only desire to come, but will come."—Jas. Stewart Manufacturing Co., Woodstock.

"We opened several new accounts and secured spring orders from several of our regular customers. Comparing Hamilton with Guelph of last year, we received at Hamilton an increase of 1,800 per cent. in orders. We would very much like to see the 1914 convention held at Ottawa."—Stratford Manufacturing Co., Stratford.

"More orders were taken and more new accounts opened than at any other exhibition. We are inclined to think favorably of Ottawa for 1914."—Northern Aluminum Co., Toronto.

"This convention was decidedly the best, at least from a manufacturer's standpoint. We have not been able to trace any results from our exhibition as far as orders are concerned, but we did have the opportunity of meeting our many good customers in a nice way. We did not expect to book orders. The selection of Ottawa would please the eastern members of the association. Toronto would be a good place, but it offers too many counter attractions."—Sherwin-Williams Co., Montreal.

"We understand the object this year is to incorporate Quebec with the Ontario convention. If this be true, Ottawa should have the preference."—Brantford Roofing Co., Brantford.

Most Successful Exhibition Held.

"It was the most successful exhibit we have had. We would get better results by holding the next convention in Ottawa."—Dominion Register Co., Toronto.

"Exhibition was a success. The next one should be held in Ottawa. Your Daily Bulletin was a good idea." Ontario Lantern & Lamp Co., Hamilton.

"We closed quite a number of contracts for the ensuing year. The demonstration and exhibit of goods always seems to draw more attention than the standing exhibit."—Canadian Tungsten Lamp Co., Hamilton.

"We were very well satisfied indeed, as the trade it brought in to us was very good."—Meakins & Sons, Hamilton.

"With regard to taking orders it was the best exhibition we have ever attended. For next year's convention we are strongly in favor of Ottawa."—B. Greening Wire Co., Hamilton.

"We did not anticipate many sales, and were agreeably surprised at the number received, and also the new accounts which were opened. We would very much like to see the hardware convention held in Hamilton next year, but if this is not the city selected our second choice would be Ottawa."—F. W. Bird & Son, Hamilton.

"We were more than pleased with this year's exhibition and the results which we obtained from it."—D. Moore Co., Hamilton.

"We looked mainly for indirect results, but we were agreeably surprised to receive a good many orders for immediate shipment."—E. T. Wright & Co., Hamilton.

"Our exhibit was satisfactory to us from every view point. Never before was such interest manifested in household labor-saving devices. In view of the fact that it was held in Hamilton in 1913, we decidedly favor Ottawa for 1914."—Cummer-Dowswell, Hamilton.

Only Chance of Contact With Retailers.

"The Hamilton exhibition was the most successful exhibition that we have attended. The decorations and lighting of the armories helped to give every one a good first impression. As our firm sells only to the hardware jobbing trade, this exhibition is the only opportunity that we have of coming in contact with the retailers, and many of these retailers expressed their surprise at the large and extensive lines of hardware we manufacture, stating they would insist on specifying our goods with the jobbing traveller when placing their orders. There is a splendid opportunity at these exhibitions for the jobbing travellers to get posted in new lines—many of the travellers who visited our booth admitted that they were selling goods of foreign make

that were not equal to ours, but they did not know they were made in Canada. The majority of jobbing travellers only sell articles which the retailers have established sale for. We do not think Toronto would be a suitable place to hold an educational convention of this kind as there are so many other attractions in that city. It would almost be impossible to have a complete representation of the retailers present at every session."—Taylor-Forbes Co., Guelph.

"We opened several new accounts and got quite a number of spring orders, besides demonstrating and advertising our goods, and have received numbers of sales from Hamilton since."—Geo. C. Kaitting & Son, Galt.

"Actual results, in so far as the placing of orders by the dealers is concerned, were far and away beyond those of a year ago. It would mean little or no difference to us whether we sold one dollar's worth of goods at the exhibit or not. We look at it purely from an advertising point of view."—Canadian H. W. Johns-Manville Co., Toronto.

"The convention at Hamilton resulted for us in booking more actual orders than at any previous one, but besides that it showed very plainly how nearly complete a line of hardware was actually at their service through Canadian manufacturers. There is a strong sentiment among the manufacturers to make Ottawa the next meeting place, and a feeling that the Retail Association can grow stronger and bigger by visiting different cities from time to time, rather than repeating conventions in one place."—E. C. Atkins & Co., Hamilton.

Social Features of Convention

The reception in the Royal Hotel banquet room given to the hardwaremen attending the convention by the manufacturers on the Monday evening preceding the opening of the convention, was a very pleasant affair, and helped put all who participated on good terms from the start. The two presidents—A. A. Bittues, of Hamilton, and the officers of the two associations, M. S. Madole—in company with Mayor Allan, received the guests as they arrived. Refreshments were served, and an interesting programme of entertainment was provided.

There were some two hundred in attendance, and with Secretary F. Tobin as announcer, and E. Jules Brazil as accompanist, the crowd warmed up immediately.

Mr. Brazil, a whole entertainment in himself, soon had everyone in the room singing. Those kindred spirits, "the Cocks o' the North," early gravitated to a common centre and formed the base of the chorus which soon had the hardware convention songs well under way. Of course, the old reliable "Ontario Association" yell had its place, and was worked for all it was worth, and "The Hardware Button," "Down in Jungle Town," "Good Old Summer Time," "Every Little Movement," "Stein Song" and "Hardwaremen's Auld Lang Syne" went along with a swing. They were sandwiched in between the numbers on the programme, the outstanding feature of which was Jimmy Hossack's rendition of Dr. Drummond's "Johnnie Courteau." R. J. Sparling, of Sherwin-Williams, sang a Scotch ballad; Roy Matheson, of E. T. Wright & Co., told a reciprocity story on the "Macphersons," and sang a composition of his own about "the hardwareman who went on a cruise"; and J. N. McGregor, Oakville, gave a recitation. The northern crowd—Wm. Magladery, Fred Otton, G. A. Binns, Frank Child and W. J. Bell—were always in evidence, and under Dan MacNab's leadership, helped the fun.

This first night's reception, while informal, was very enjoyable. It provided the opportunity for manufacturers and retailers to meet together and learn the views of one another's position. It also helped as a means of getting the hardwaremen to the convention early, and in this respect it was a great aid.

As the midnight hour approached, and the circle made signs of breaking for bed, Secretary Tobin mounted a chair and addressed the gathering. He thanked the retail hardwaremen for coming to the At-Home and enjoying themselves as the exhibitors' guests. Wm. Magladery responded on behalf of the hardwaremen, thanking the manufacturers for their hospitality and assuring them of the retailers' good will.

AN ENJOYABLE LUNCHEON.

H. P. Hubbard, manager of E. C. Atkins & Co., Hamilton, was the host at a luncheon at the Commercial Club given to the officers of the Exhibitors' Association, trade journal representatives, and visitors from a distance. An enjoyable time was spent discussing the choice menu provided.

The guests included: A. A. Bittues, F. M. Tobin, James Hossack, Adam Taylor, S. B. McGee (sales manager, Lufkin Rule Co., Saginaw, Mich.), S. H. Warnock (Anderson & Warnock, Vancouver), W. L. Edmonds and W. Wrigley (Canadian Hardware, Stove and Paint Journal, Toronto), J. S. Lorriman (Hardware and Metal, Toronto), and R. J. Slater (Le Prix Courant, Montreal).

A MOST EFFECTIVE ADVERTISING MEDIUM

Chicago, February 20, 1913.

Canadian Hdwe., Stove and Paint Journal,
Toronto, Ont.

Gentlemen,—Replying to your favor of the 15th inst., soliciting our contract for your special spring number, will ask you to reserve one full page, for which we are willing to pay you in addition to your regular rate, your charge for extra colors, of which there will be two; that is to say, the plates will be in three colors.

We are glad to observe that your circulation is on the increase, and from reports reaching us, we are of the opinion that your publication is gradually becoming the most widely read of any of the trade journals of Canada. We consider it to be one of the best and most effective advertising mediums we have ever been connected with, and are perfectly satisfied it is one of the best means we employ to bring our goods to the dealer's attention.

THE MARTIN-SENOUR CO.
B. C. Hazlett, Secretary.



A flashlight picture of the five hundred and odd guests who sat down to the bounteous banquet tendered by the manufacturers.

THE BANQUET.

Decidedly the most successful of the series of banquets which have been given as the closing function of the annual conventions of the Ontario Retail Hardware and Stove Dealers Association, was that which was tendered on Thursday night by the Canadian Hardware Manufacturers Exhibitors' Association to their friends, the retailers. It was a fitting close to a most successful convention and exhibition.

The banquet was held in the Alexandra roller skating rink, which was beautifully decorated for the occasion with Chinese colored lanterns suspended from the ceiling and bunting festooned about the walls and galleries. Thirty large tables accommodated the five hundred guests, the head table extending the length of one of the side walls, with the other tables running at right angles from it. Nearly a hundred waiters looked after the welfare of the guests, and everything moved like clockwork. The menu was an enticing one. Lomas' orchestra played throughout the dinner, and Eddie Dore, Harold Hamilton and George Allen entertained the assemblage afterward, interspersing their selections with the speeches.

As president of the Exhibitors' Association, A. A. Bittues acted as chairman, and he made an ideal one, introducing the speakers in a witty manner and holding the gathering well in hand. With him at the head table were Mayor Allan, Hamilton; Mayor Graham, London; Controller Bird, Hamilton; J. Orr Calaghan, of the Steel Co. of Canada, Hamilton; L. C. Abbott, president National Retail Hardware Association of the United States; M. S. Madole, retiring president, and H. Occomore, new president Ontario Retail Hardware and Stove Dealers' Association; Cyrus H. Birge, Hamilton; G. B. Morden, John Caslor, Cy. Warman, Geo. Spence, J. A. Hossack, H. P. Hubbard, Canada Steel & Wire Co., Hamilton; W. J. Lawson, Toronto, president of the Canadian Wholesale Hardware Association; C. R. McCullough, Hamilton; W. L. Edmonds, Canadian Hardware, Stove and Paint Journal, Toronto; Col. J. B. MacLean, MacLean Publishing Co., Toronto; Stanley Mills, Hamilton; R. B. Johnston, B. Williamson, H. J. Wright, S. N. Alexander and M. R. Griffith; with Secretary F. M. Tobin, of the Manufacturers' organization, in evidence all over the banquet hall.

The galleries were reserved for ladies, and quite a few were present to look on the scene of gayety below. The "Cocks o' the North" and their rivals enlivened the proceedings by singing their favorite choruses and shouting the "Hardware" war-cry.

After full justice had been done the good things provided and the cigars lighted up, Chairman Bittues called the assemblage to order and read the following telegrams and letter which which explain themselves:

Expressions of Regret.

Toronto, Ont., Feb. 20.

"Regret will be unable to attend banquet to-night. Sickness in home. Kindly convey to your association my best wishes for every success in their enterprise."

ROBERT S. GOURLAY.
President Canadian Manufacturers' Association.

* * *

Guelph, Ont., Feb. 20.

"Exceedingly regret inability to be with you to-night. The heart is willing, but unavoidable circumstances prevent my going. Hope the first Canadian exhibition has been a success and that every hardware dealer will benefit by education that Canada is some place in this world, and that no better goods are made anywhere else; and that they further observe that it costs more in energy and money to make good goods than shoddy ones, and every dollar spent in Canada by Canadian merchants helps the farmer, the artisan, the banker, the jobber, the manufacturer, and last, but not least, the hard-working, sitting-up-late-trying-to-make-an-honest-dollar retail merchant. May the latter's hours grow shorter, and his dollars larger. Wishing all good luck and prosperity."

JOHN M. TAYLOR.
President Taylor-Forbes Co.

* * *

Brantford, Ont., Feb. 20, 1913.

"Unable to get back for banquet this evening. Please tender regrets." S. H. WARNOCK.

* * *

Hamilton, Can., Feb. 20.

"Dear Mr. Bittues,—Your very kind invitation to attend your first dinner has been received, and I am sorry indeed that on account of illness at home, I am unable to accept the same.

"I feel, however, Mr. President, that I would not be fulfilling my duty, if, before going, I did not express to you my sincere congratulations for the great

success of your exhibition. In my opinion, Canadian hardware manufacturers have shown once more to the hardware trade of Canada, jobbers and retailers, that they should not be afraid to recommend or push the sale of Canadian made hardware goods, as this exhibition proves to them, as well as to the consumers, that Canadian made goods can very favorably stand the comparison with the make of any other country in the world. You will agree with me that it is not enough to possess an article of merit, but that it is necessary to let the consumer know that such an article is for sale. A well organized exhibition is undoubtedly one of the best mediums for that purpose, and I do not hesitate to say that your present exhibition is the best hardware exhibition ever organized in Canada, or that I have ever visited on this or the other continent, and I am sure that it has many times happened to you, as it has happened to me while admiring a work of art, that suddenly our mind is brought to realize that he who has conceived the idea and executed the work in such a perfect manner must be able and great. Mr. Chairman, that is my feeling at this very moment. I fully give credit to your Board of Directors, but I see in it all the brain, the will power of your energetic and diplomatic secretary, Mr. F. M. Tobin. He deserves the praise and the gratitude of every true and loyal Canadian, who has at heart the progress and welfare of his country, and I would be thankful to you if you would please convey to him my sincere expression of appreciation.

"Wishing you and the members of your association a continued success. I beg to remain, yours very truly." J. A. BEAUDRY.

* * *

Toastmaster Bittues then asked the gathering to drink with him the first toast, that of "The King," which was done most heartily with musical honors, "God Save the King" being sung as it has seldom been sung before.

He next called the toast "Canada," the immense audience singing "O Canada" with heartiness, changing to "The Star-Spangled Banner" as a compliment to Mr. Abbott.

Canada! Our Country.

C. R. McCulloch responded to the toast, and in an eloquent peroration described the unbounded glories and possibilities of the Dominion. "In your singing of that great national anthem, 'O, Canada,' you have given the proper response to this toast. That song will be sung as long as there is a maple tree growing in Canada." He then described the origin of the two Canadian national anthems—"O, Canada" and "The Maple Leaf Forever."

"When Jacques Cartier sailed up the St. Lawrence nearly 400 years ago he saw only a wilderness. On his return to France he took back with him one of the Indian chiefs, who must have seen wonderful things in old France, but with the stoicism of the Indian he made no sign of surprise. When I visited your exhibition at the armories, I, too, saw some wonderful things, but like the Indian, did not show my surprise. I want to congratulate you, Mr. President and members of the association on that magnificent sight, and if I might say so, would like to see Hamilton honored by making this Canadian Hardware Exhibition its permanent home."

Canada's Iron and Steel Industries.

In response to the toast "Our Industries," J. Orr Callaghan, of the Steel Co. of Canada, said: "We in Canada are almost self-contained in our manufactured products. It is only a few years since we imported all the goods consumed in the country. That was the time the wholesalers made their money importing for us. It used to be so in our importing Scotch pig iron for stove-making. Now we can give you better pig iron for stoves, and other hardware articles sold in your stores, than can be had anywhere else. Right here in Hamilton we make everything that goes into the upkeep and maintenance of the most sumptuous home as well as the most humble. So you hardwaremen remember we can supply you with your stock of goods made here in Hamilton. We are interested in the smallest retailer who handles our products, and we like the jobbers, too—up to a certain point.

"I can remember when the hardwareman had no faith in Canadian-made goods, but things are different now. Canadian manufacturers to-day produce the best finished products in the world, and for two good reason—we have the best raw materials and we have the highest skilled workmen in the world. No Canadian dealer need go outside this country in search of the world's best products."

An "Indian" Speaks to "Indians."

The first of "Our Guests" who responded was Cy Warman of the G.T.R. The chairman introduced him as an "Indian who would speak to his fellow Indians." Mr. Warman commenced by saying "there was no good Indian but a dead Indian," following it up with a Warman poetic effusion on Indians generally. When he told the president of the G.T.R. that he had an invitation to be present at the hardware convention in Hamilton, and that he would like to accept, that official asked him what he knew about hardware, he replied, "I don't know anything about hardware, but there are some men in the business who know nothing about it either."

He gave some sales pointers for his listeners, such as "no commercial traveller can sell dollar watches without brass," and "there's safety in razors," winding up a witty speech with a little poem of his own composition.

Mayor Allan, Hamilton, spoke for a few minutes only. He praised the industries of his city; trusted the hardwaremen had enjoyed themselves, and hoped they would come again.

Mayor Graham, London, made a witty speech. He poked fun at Hamilton, following it up with an eulogy of London's attractions. Then, on behalf of his city he invited the hardwaremen to hold their convention in 1914 in London.

A MAGNIFICENT BANQUET

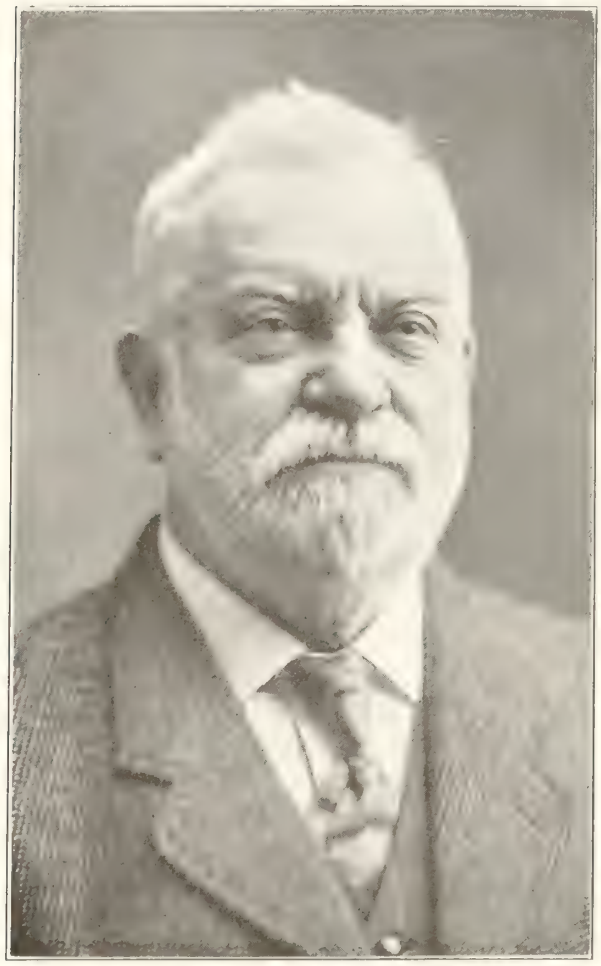
The manufacturers certainly made good in their promise to provide splendid entertainment, the banquet being a magnificent affair, the decorations, the menu, and the service being very creditable; it being a big problem to provide for nearly 600 guests.

President Bittues made a reputation for himself as toastmaster, but he forgot his "oxometer," that new invention which made its first appearance at the Hamilton convention. Probably owing to the absence of this device there was too much "Hamilton" and too little "hardware" talk, many regretting that President Abbott, of the N.R.H.A., was not heard from at greater length. And a little more practical "Made in Canada" talk would have been timely.

Controller Bird followed, taking up the same lines as did Mayor Allan.

The Dean of the Hardware Trade.

One of the most interesting speeches of the evening was that of William Vallance, of Wood, Vallance & Co., introduced as the "dean of the hardware trade."



William Vallance, Hamilton
The dean of the hardware trade of Canada, who has just celebrated his sixtieth year in the trade.

He was greeted on rising with the singing of "Who's the best man in the town? William Vallance, William Vallance," and "He's a Jolly Good Fellow." When things quieted down, Mr. Vallance congratulated the association on coming to Hamilton, whose first industries were hardware industries. These early hardware factories were established before Hamilton was incorporated as a city. In 1840 there were four stove foundries in Hamilton, and they are still in existence. They were McQuestin & Fisher, E. C. Gurney, D. Moore & Co., and James Stewart & Co., now of Woodstock.

"We had a nail factory here in 1846. That was the beginning of the hardware manufacturing industry here," he said. "Now there are fully fifty hardware manufacturers here—and they're all making quality goods, too.

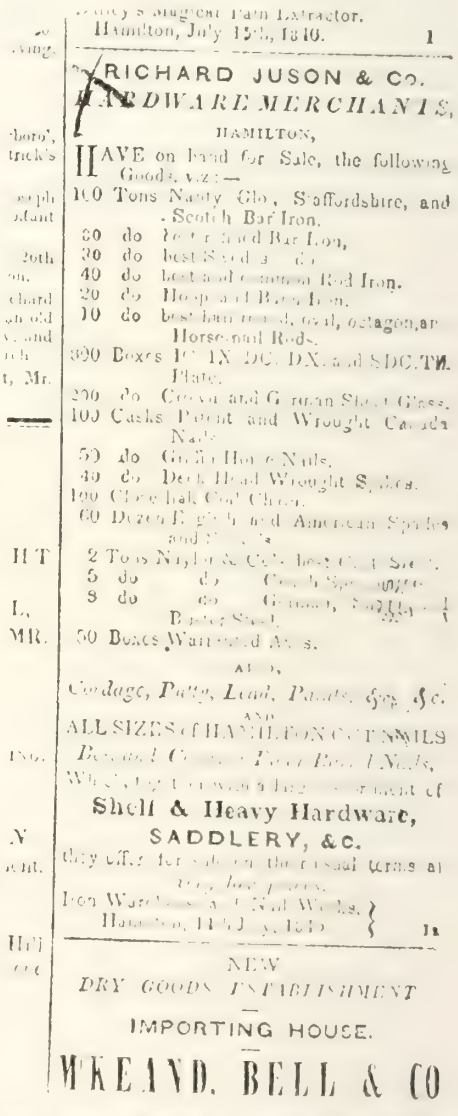
Sixty Years a Hardwareman.

"I have been called the dean of the hardware trade. Next week I will have completed sixty years in the hardware business in this one city, and most of it in the one shop. We had some hardware stores here, too—good ones at that. There were Richard Juson & Co., Daniel MacNab & Co., Buchanan, Harris & Co., afterwards Adam Hope & Co. Then there was Bellhouse, Ireland & Co., where in '53 I started in to work, taking down shutters, sweeping the floor and running messages—and I am still plugging away.

"Outside of cut nails, stoves and kettles there were very few hardware articles made in Hamilton. Other lines were imported from Birmingham, cutlery from lines were imported from Glasgow. They came then in casks, because there were only sailing vessels, and they could be better handled that way in a rolling ship. It took three months to bring out these goods from the Old Country. When brought from the United States they came by canal from New York to Oswego, and then by sailing barge around the lake.

"Goods were imported in large quantities then because we would get in a year's supply at one time. We had no pasteboard boxes, either, and comparing these with past days I find clerks more slovenly."

He read some items from an advertisement of Richard Juson & Co., published in The Hamilton Spectator of 1846, to show what goods were sold at that time, and mentioned the introduction of the magnetic telegraph, by which news could be flashed to Buffalo from New York in eight hours, remarking by way of comment, "that's going some."



Hamilton, July 15th, 1846. 1

RICHARD JUSON & Co.
HARDWARE MERCHANTS,
HAMILTON,

HAVE on hand for Sale, the following Goods, viz:—
100 Tons Nanty Glo, Staffordshire, and Scotch Bar Iron.
60 do Refined Bar Iron,
30 do best Swedes do
40 do best and common Rod Iron.
20 do Hoop and Band Iron.
10 do best ham. round, oval, octagon, and Horse-nail Rods.
300 Boxes IC IX DC DX, and SDC.TM. Plate.
200 do Crown and German Sheet Glass.
100 Casks Patent and Wrought Canada Nails
50 do Clinch Horse Nails.
40 do Deck Head Wrought Spikes.
100 Close Oak Coal Chest.
60 Dozen English and American Spades and Shovels
2 Tons Nay, Lee & Co's best Cast Steel.
5 do do Cast Spring do
8 do do German, Sanderson's Blister Steel.
50 Boxes Warranted Axes.

ALSO,
Cordage, Putty, Lead, Paints, Oils, &c.
AND
ALL SIZES of HAMILTON CUT NAILS
Boxed & Common Patent Brad Nails,
Which they have now in Store and intend to keep a full assortment of
Shell & Heavy Hardware,
SADDLERY, &c.
they offer for sale on the usual terms at the lowest prices.
Iron Warehouse and Nail Works, Hamilton, 14th July, 1846. 1y

NEW
DRY GOODS ESTABLISHMENT
IMPORTING HOUSE.
WM. AND. BELL & CO

Hardware advertisement in Hamilton Spectator of 1846 read by Mr. Vallance during his address at the banquet. This is the original size of the ad.

In conclusion Mr. Vallance's health was toasted, in

which he said he would like to join, only that he couldn't as he "was on the rock."

Eloquent and Patriotic.

M. S. Madole, retiring president of the Retailers' Association, made a patriotic address. He referred to the interests of manufacturers, jobbers and retailers being interwoven, adding "what helps one helps the others." The spirit of compromise which had brought about Confederation in Canada had also brought about this intertwining of interests among the three classes of trade. On his part, and he spoke for the Retail Association, he brought to the manufacturers their best good will. Mr. Madole quoted statistics to show how the industries of Canada had increased during the past ten years, in number, in volume of output, in number of employees, and in wages paid to workers. He pleaded for a closer relationship between manufacturer, jobber and retailer, discountenancing discord, but, with common interests in view, prepared to meet on a common ground, so that a unity would be founded to endure for many years to come.

President Bittues here interposed to say that the manufacturer recognized that the retail trade had well done its share to bring about the prosperous condi-



L. C. Abbott



Cy. Warman

Two speakers at the Banquet.

tion of the manufacturers and of the country generally. He hoped the manufacturers would again be able to act as their hosts.

L. C. Abbott, president of the N.R.H.A., spoke briefly, as he had to leave early to catch his train home. His remarks were very witty. He told a reciprocity story about Canada being the little girl who used to play with us boys around our (U.S.) back door, but now she goes by the front door in an automobile. He was glad he came tothe Hamilton convention. He felt he should reciprocate the visit of the Canadian hardware officers who visited the National Convention at Detroit. He was greatly pleased with the way the meetings had been handled, and was much interested in the discussions. "Last night," he said, by way of conclusion, "was the first time I heard the Question Box adjourned by the chairman of the meeting."

President W. J. Lawson, of the Canadian Wholesale Hardware Association, tendered greetings from his body, and Chairman Bittues then called a special toast to the "Trade Journals."

Col. J. B. Maclean, of the Maclean Publishing Co., Toronto, thanked the chairman for his complimentary remarks regarding trade journals. He congratulated the Retail Association on its grand organization and on its growth. He could not help but recall the beginning of the organization, when some five or six retailers gathered in his office eight years ago. "Out of that little conference had grown this big association, and may it grow larger still," he added, "until it extends over the whole country." He was glad to know that the three interests were so closely allied and were working harmoniously. "Certain papers are trying to stir up strife between manufacturers and farmers on the question of protection, but in my magazine, devoted to the interests of the farmer, I am trying to show the other side—that the interests of farmers and manufacturers are identical—and I am glad to know with some result," said Col. Maclean. He hoped this good feeling would continue. "Perhaps I am claiming too much credit for myself, credit that should go to my assistants—the young men who have helped me," said Col. Maclean, by way of conclusion.

President Bittues—"We give you the credit, Colonel, and to the young men we give the advertising."

D. O. McKinnon, president of The Commercial Press, Limited, and publishers of the Hardware, Stove and Paint Journal, paid Col. Maclean the compliment and the credit of putting out the first hardware paper in Canada and of putting the trdae papers on a good basis.

"I hold Hardware and Metal in the highest esteem." he said. "I was one of its early editors, but good as it is, we are trying to publish in our Hardware, Stove & Paint Journal a better paper. Ours is not a one-man concern. We have associated with us Mr. W. L. Edmonds, the dean of the trade press in Canada, and a former editor of Hardware & Metal twenty years ago, before I and Mr. Wrigley held that position. John Firstbrook, a well-known manufacturer, and John G. Kent, the president of the Canadian National Exhibition, are also directors of our company. One of the remarks made by a speaker earlier in the evening contained the phrase 'faith, harmony and keep plugging away.' That explains our position. When we started we had $500; if there was no faith behind us at that time I don't know what faith is. Our strength was in faith, and we have faith still—faith in our country. We have one doctrine to preach in our papers—the doctrine of efficiency—to make the dealer a better salesman."

This concluded the speech-making. J. Orr Callaghan then moved, seconded by Mayor Allen, that a vote of thanks be tendered Mr. Bittues for the very efficient manner in which he had acted as chairman of the banquet. It was received with ringing cheers, as was also a second motion thanking F. M. Tobin, secretary of the Exhibitors' Association, put by Adam Taylor and W. Wrigley. Both these gentlemen replied, sharing, they said, the thanks with their associated officers and directors.

The singing of "Auld Lang Syne" brought the banquet to a close, everyone present expressing himself as greatly pleased with the function.

HARDWAREMEN AS CURLERS.

Two rinks of visiting hardwaremen played a curling game against two Hamilton rinks on Wednesday afternoon. The make-up of the opposing rinks were:

Fred Otton, W. Magladery, G. A. Binns, with D. A. MacNab, skip.

W. A. Rankin, W. Bartlett, J. E. Waffle, A. E. Bottum, skip.

The score is said to be "20 to 4" against the other fellows. The game was played at the Victoria rink.

Convention Echoes

Sixty prizes were awarded in the drawing contest, each valued at $5. They were donated by the exhibitors.

J. S. Moir, Arnprior, who attended the convention, instead of returning home, went on to California for a holiday.

Harold McClung, of S. B. McClung & Co., Trenton, was unable to attend the Hamilton convention owing to serious illness with pleurisy.

Frank Child, Cochrane, who in one day at the exhibition placed orders for $1,500 worth of goods, was delighted with the convention. "I wouldn't miss it for $500," he said.

Hendrie Leggatt, Wood, Vallance & Leggatt, Vancouver, was in Hamilton on business convention week. He put in his appearance at the exhibition several times during his stay.

The vice-president of The Cleveland Foundry Co., Cleveland, Ohio, F. W. Ramsey; and J. H. Runnette, of the Century Stove & Manufacturing Co., Johnstown, Pa., paid a visit to the exhibition.

H. T. Benham, advertising manager of E. C. Atkins & Co., Indianapolis, was particularly interested in the fact that the exhibitors ran their own show. He stated that nowhere on the American continent had he seen a finer display.

The daily issued by the Hardware, Stove and Paint Journal certainly was looked for every morning, and proved itself an interesting topic of conversation. It took the place of the weather as a topic of breaking the ice between visitors to the convention and exhibition.

A. J. Wright, of Wright's Hardware, Hamilton, states that he attended this year's convention and joined the association with a strong prejudice against the organization. "I have been delighted with the spirit pervading this year's convention," he said, "and will do my part to help make the association a power in the hardware trade of Ontario."

One of the fortunate hardwaremen at the convention was ex-President Dan. Cinnamon, of Lindsay. He is taking a trip around the world and expects to leave about March 12, going first to England. At Liverpool he will take the new C.P.R. steamer, "Empress of Russia," for Gibraltar, the Mediterranean, Suez, Egypt, Ceylon, India, China, Japan, and back to Canada across the Pacific to Vancouver, early in June. Mr. Cinnamon will spend a month in the West before coming home.

Chas. E. Stewart, of the James Stewart Manufacturing Co., Woodstock, a vice-president of the Exhibitors' Association last year, and one of the hardest workers in making the exhibition at Hamilton a success, desired to retire this year, but the members of the association would not consider it, and insisted on his remaining on this year's advisory board.

The Richards-Wilcox Canadian Co., London, were in hard luck at the exhibition. Their goods intended for display were lost in transit and were not located until the close of the show.

Gordon Seybold and the branch managers of the four Cochrane hardware stores at Sudbury, North Bay, Sault Ste. Marie and Copper Cliff, visited booth after booth at the exhibition. "Tell us the story of your goods and their selling points," he said to those in charge, and the five men listened for ten or twenty minutes as the occasion demanded, pencils and note books being freely used. "Thanks, we'll talk things over to-night and will place orders for the goods we want on Friday." If playing to a system will win, Mr. Seybold's success as manager of the Cochrane Hardware Company is assured.

S. B. McGee, sales manager of the American Lufkin Rule Co., Saginaw, Mich., who was the guest of J. A. Hossack, of the Lufkin Rule Co. of Canada, during the hardware convention at Hamilton, and who was called back to Saginaw on account of the sudden death of their efficiency engineer, Mr. Hoole, on his return wrote to Mr. Hossack stating that in his opinion the Hamilton convention and exhibition was one of the most successful he had ever attended. Mr. McGee says: "One cannot help but comment on the good feeling that was shown between the manufacturer, the jobber and the retailer."

S. R. Noyes, new Canadian Sales Manager of Oneida Community, Ltd., was prevented from attending the Hamilton convention because of a serious operation on Mrs. Noyes. Mr. Noyes had hoped to signalized his attendance at this year's convention by representing his firm as the host of a hundred or more retail hardwaremen and travellers at Niagara Falls on the Friday following the close of the convention. Plans had been made to entertain the visitors to a dinner and to take them in special cars around the Falls and up and down the Gorge Route. Although it was found impossible to arrange the trip at this years convention, Oneida Community, Limited, will hold the invitation open, and at some future time will be pleased to entertain a party of Ontario or Canadian retailers at the Falls, where their Canadian plant is located.

A FRENCH-CANADIAN VISITOR.

Owing to the serious illness of his wife, J. A. Beaudry, secretary of the Retail Merchants' Association for the Province of Quebec, was only able to attend Thursday's session of the convention. Mr. Beaudry is always welcome. He has probably done more real practical work for the merchants of Canada than any other man engaged in association work, and his influence is steadily increasing. In addition to his secretarial work he is the publisher of "Le Prix Courant," widely circulated amongst French-Canadian retail merchants.

A BIG STAFF PRESENT

Eleven members of the staff of the Canadian Hardware, Stove and Paint Journal attended the Hamilton convention, and, for the third year, a daily bulletin was published, giving the convention program, a summary of the proceedings, list of exhibitors, retailers present, etc.

An hour after the Tuesday afternoon meeting closed copies of the Bulletin were distributed, containing a report of the meeting.

The staff present included: D. O. McKinnon, president; Weston Wrigley, manager; W. L. Edmonds, vice-president and managing editor; James O'Hagan and W. J. Bryans, associate editors; Geo. H. Honsberger and George H. Colvin, advertising representatives; John A. Gibson, R. C. Howson and Gilbert Scott, circulation staff; and C. J. Robinson, assistant to manager.

As Mr. McKinnon said at the banquet: "Our's is not a one man organization."

Small Hardware Store Becomes Large Department Store

An Interesting Story Regarding the Rise of the Business of Stanley Mills & Co., Limited, Hamilton—The Various Stages of Development—How Co-operation of Employees is Secured

How "Great oaks from little acorns grow," is aptly illustrated in the wonderful development made by Stanley Mills & Co., Limited, Hamilton, Ont.

To-day this firm controls one of the largest department stores in the Dominion, and the story of its growth is interesting.

The business was begun 25 years ago as a one-line hardware store, in a small building on John Street, which was then one of the busy streets of the city. The policy of "spot-cash with order" was adopted at the outset of the new store; no credit was allowed to any one. Everything for sale in the store was marked in plain figures. These were altogether new features in the retail business in those days, and one of the first things the new firm realized, was that there would have to be new lines, those which were in general demand, taken on, in order to attract a greater number of people to the store.

Added New Lines.

At the beginning of the second year's business, harness was added to the stocks. This proving a success, crockery was put in soon after, and, as the holiday seasons approached, toys were added.

The business was successful from the start, and in about four years groceries were added, and soon after that dry goods also became part of the regular stocks of merchandise handled by this firm. These latter additions were not made, however, until much larger premises had been secured on King Street West, which were opened under the title of a departmental store.

Business grew so rapidly that it was found necessary to double the size of the store during the following year. This condition held until the purchase of still larger premises on King Street East gave Stanley Mills & Co. plenty of room to expand. In 1895 the firm opened up and established in these new premises the first complete departmental store in Hamilton, and one of the first in Canada. New lines were added from time to time and the business continued to grow rapidly. Still further room for expansion became necessary; they purchased a store on James Street North (connected with the King Street premises at the rear) to which the hardware department was removed, thus allowing for considerable extension in the other departments of the main building.

What Arose From the Ashes.

One night in January, 1903, ten years ago, a fire completely destroyed the building and stock. However, by the following August a big new store had been built and equipped and stocked with merchandise, and the "Old Boys," who returned to visit Hamilton the same week as the store was opened, were delighted to find such a large and convenient store, carrying all lines of merchandise for the farm and home, and for personal wear and adornment, and where "spot cash and one price to all" was the only motto. The new building contained four stories and full sized basement, and with the hardware department building, gave a total floor space for selling of 40,000 square feet.

At the time of the opening of the new store a new company was formed with a capital of $500,000. It was named Stanley Mills & Co., Limited, with Stanley Mills president, Robert Mills, secretary-treasurer, and Edwin Mills, managing director.

Reasons for Their Success.

The policy of the general store was then, and still is, carried out by the hardware department in its partially-separated building, along with additional features, as conditions changed and improved. The policy throughout the entire establishment remained strictly cash. Credit has never been given to anyone. The entire stock of merchandise throughout the store is marked with the selling price of each article in plain figures, so that anyone can read it, and there is only one price to all. This simplifies every transaction and avoids after dissatisfaction. To the policy as outlined in this paragraph, and to the extensive newspaper advertising which they've done, Stanley Mills & Co. give the credit for the success of their business.

How Hardware is Advertised.

The following are a few facts regarding the advertising of the hardware department which will convince even the most skeptical of the value of newspaper space when it is carefully used. The advertising of the hardware department alone amounted to a total of a little more than 70,000 agate lines, or 5,000 column inches in 1912. This year it is planned to use 85,000 lines advertising this department of the store.

Much of this space last year was occupied by large display ads. featuring seasonable groups of merchandise, such as paints, varnishes, brushes, wall finishes, and specialties of this nature in the spring; screen doors, hose, mowers, garden tools, hammocks and fishermen's needs in the early summer; harvesting and threshermen's needs, fruit pickers' supplies, etc., in the early fall; and cutlery, silverware, skates, snowshoes, etc., as winter and Christmas drew near. To supplement the large display ads. (occupying six and seven full newspaper columns), smaller "picture ads." were run every day or two. These smaller ads. contained open line cuts, illustrating the many different articles of seasonable nature in the hardware department, with merely the name and price under each cut.

Benefits Derived From Advertising.

The experience of the Stanley Mills store has been that systematic advertising educates the public to look for and demand a better class of merchandise, thus increasing profits. Also, the cumulative effect of persistent newspaper advertising is to give to the store a "standing" or prestige, call it what you will, amongst the best class of people in its community, which cannot be secured in any other way by the same expenditure, or in the same length of time. It has also been found that advertising will increase the volume of business without extra expense, except, of course, the cost of the advertising itself. It therefore works two ways; it helps to cut down selling cost, and it gives greater buying power.

Special Sales Twice a Year.

The policy of the Stanley Mills Store, as regards bargain sales, is to hold but two general reduction

sales each year, one in the early spring, the other in the fall. These sales are arranged to stimulate general trade, and to "start" the big business of each of these two new seasons. They bring old customers back again, and they introduce the store in an attention-compelling way to the several thousand new residents within its territory since the last sale was held.

How Advertising Helped New Goods.

Another big work which advertising has done for this store is in helping the introduction of new lines, specialties, etc. "Climax" Wall Cleaner, for example, jumped into big sales the first week it was stocked, simply because it was advertised and pushed in the daily newspaper at the crucial time, viz., when spring house-cleaning was at its height. The sales of this article during the first week totalled four-and-a-half gross.

Another instance of the powerful results obtained from advertising is the fact that where four years ago most of the wringers that were sold were $2.50, $3.00 and $3.50 lines, during the last two years there have been far more wringers sold by this company at $6.00 each, than of all the other kinds put together. They simply started out and advertised the $6.00 wringers, told how much better they were, and why they could be guaranteed for five years (instead of two as in the case of the cheap ones). These ads. stated, of course, that cheaper wringers were carried in stock, but that the $6.00 line was the one that they would recommend, because it was of first-class quality throughout.

"Quality" Paint Proved Best.

Two years ago the Stanley Mills Store was handling a fairly good line of ready mixed paint. Its cheapness "per gallon" was its greatest feature. Last year a change was made to the best and highest-priced paint on the market, and their paint business for 1912 was four times the volume of any previous year in their history.

That this result was achieved by thorough advertising in the newspapers, there is no doubt. Of course, a good article will advertise itself, but by a slower method, which could not possibly produce such big results so quickly as those that are told of above.

Gave Employees an Interest in the Business.

Another reason for the success of the Stanley Mills Co. is the good feeling that exists between employers and employees in all departments. Every one works together for the good of the whole, and everything possible is done to make the clerks take a keen interest in their work.

Back in 1903, the firm decided to allow its employees to take a financial interest in the business. This move was decided upon, not from any financial pressure, but solely in order to give employees an opportunity to obtain an interest in the business and to inaugurate a co-operative plan, which, it was believed by the management, would be mutually advantageous. One thousand shares were set apart, each share representing $25 par value. An eight per cent. dividend annually was guaranteed by the firm, the accrued interest was payable in quarterly installments.

At first the number of shares taken by the employees was small, but the following year an Employees' Savings Bank was started, where sums of ten cents per week and upwards were received, and interest at the rate of six per cent. per annum allowed on all deposits. The practice of regular systematic saving was encouraged and the jingling rythm, "Every little bit added to what you've got makes just a little bit more," has become a principle practised in daily life by the clerks. As soon as the sum saved amounts to $25, it has to remain at this figure, drawing interest at six per cent., or else it can be exchanged for one share of preferred stock of the company, bearing eight per cent. interest. Thus are the employees afforded a safe and profitable investment for any portion of their money or earnings that they may see fit to lay aside from week to week. Fully one-third of the employees are now shareholders in the company.

In the near future the capital stock of the company is to be rearranged, and some of the older employees who have shown that they have had a heart-felt interest in the welfare of the business, will be allowed to purchase some of the common stock of the company, thus becoming more active partners and participating more fully in the profits that are made, as a reward for loyalty and past services.

Further Alterations for 1913.

The company are now making alterations and enlargements in both King and James Streets premises, which, when completed (by July this year), will give them half again as much floor space as at present, thus allowing for expansion all through the establishment.

NEWSPAPER MEN AT THE CONVENTION.

The newspaper fraternity were well represented at the convention. Phillips Thompson was there for the Ironmonger, London, Eng.; S. R. Miles, for the Hardware Reporter, St. Louis, Mo.; H. Abrams, for the Hardware Dealers' Magazine, New York; and R. J. Slater, for Le Prix Courant, Montreal. Hardware and Metal, Toronto, was represented by Lieut.-Col. J. B. Maclean, J. G. Lorriman, T. B. Costain, Geo. D. Davis, S. S. Moore, Alex. Wales and J. Coddington. The Canadian Hardware, Stove and Paint Journal, Toronto, had a full staff present—D. O. McKinnon, president; W. Wrigley, manager; W. L. Edmonds, vice-president and managing editor; James O'Hagan and W. J. Bryans, associate editors; G. H. Honsberger and Geo. C. Colvin, advertising representatives; John A. Gibson, circulation manager; Gilbert Scott and K. C. Howson, subscription canvassers, and C. J. Robinson, assistant to the manager.

David Millar, of Toronto, paid a hurried visit to the exhibition on Thursday, but was unable to remain over for the banquet.

RETAIL ATTENDANCE AT CONVENTION

All but about a dozen of the 200 paid up members of the Retail Hardware Association attended the Hamilton convention, there being also about 25 paid clerks in attendance.

In addition to these, the names of about 50 other hardware buyers, wholesalers, retailers and clerks are given on the accompanying list, while probably 50 or 75 others attended and did not register.

A conservative estimate of the number of hardware buyers present at the Hamilton convention is 350, an increase of about 200 over the convention at Guelph, a year ago, when a blizzard prevented 50 to 100 from attending. The weather at Hamilton was fair and mild.



GURNEY-OXFORD

THE

Electric Self-Starter and the Economizer

¶ Everybody talks "self starter" in the automobile game this year—"Just take your seat and press a button—the car starts." Its a great selling feature and they begin their selling talk that way. It grips the interest at once.

And that is why you want to sell the Gurney-Oxford Line—you can begin your talk with the Economizer; its the electric self-starter of the stove business. It's the "Just-press-a-button-to-get-what-you're-after" feature.

Mr. Dealer, that Economizer is the greatest single device ever put on a stove! and we let everyone know it, too. From coast to coast our advertising reaches Canada's millions. *Everyone* knows about the Economizer, and how it saves one ton of coal in every six; *everyone* knows that a single movement of a lever will keep the fire in for over a day without attention. It makes the oven more efficient by keeping the heat in the stove; and it practically works like the tap on a gas range for controlling the temperature of the oven. It even ventilates the kitchen.

Now Sir, see what this means to a woman buying a stove—she has read our advertisements either in our dealer's local paper, or in one of the variety of magazines we use. That Economizer talk *grips* her; it does every woman. She knows the "Gurney-Oxford" anyway—her mother used one; her grandmother used one, and perhaps even before that. Madam goes to your store to see the range and you demonstrate the Economizer, also the Dividing Flue which divides the heat and keeps the temperature *the same in every corner of the oven.* Then there is the Reversible Grate and many other exclusive features to talk about.

Furthermore, to help close sales our dealer gets beautiful booklets to distribute; window dress and cards; advertising in his local paper with his name in the ads.

All this separates the Gurney-Oxford Proposition from the rest. Every possible channel is being taken advantage of to make "Gurney Oxford" the one and only thought of the stove buying public. Are you interested?

Just send us a card tonight for information.

THE GURNEY FOUNDRY COMPANY LTD.

Toronto Montreal Hamilton Winnipeg Calgary Vancouver

Business and Store Management

TRADE-MARKED GOODS INCREASE SALES.

A writer in the magazine Opportunity makes a strong plea to retailers to tie to trade-marked goods for the very excellent reason that they will help increase sales. I do not mean, he says, every article that bears a trade-mark; for there is scarcely a manufactured article on the market to-day but carries some sort of a trade brand, but I mean such trade-marked articles as are backed up by national advertising campaigns, and have come to be recognized by the public as standards of quality: names that leap to your lips when certain goods are mentioned. That sort of trade-marked goods will surely help you to increase sales.

Taking up first the reverse of the proposition, it is plainly evident that you can look for no help from unadvertised brands. The selling of these is dependent entirely upon your own efforts as your own experience has no doubt proven to you.

Unadvertised brands put upon the clerk the brunt of the whole task of convincing goods. More than that, they furnish him with the very least material for accomplishing the task.

Take any unadvertised article in your stock. It was bought perhaps because it looked to be as good as the advertised brand, and makes a few cents more profit. Possibly it is just as good, though probably it is not. But at any rate the manufacturer tells you absolutely nothing about those goods. He gives you no basis for a sales argument of any kind. He marks on the end of the box perhaps the color, size and quantity and that's your sole source of information.

Everything else is up to you. You have to analyze the goods, search for their good points and the best means of telling the customer about them. Naturally you haven't a surpassing confidence or a compelling enthusiasm for that sort of goods.

As a result your talk lacks the convincing element. So it is an uphill, against-the-wind proposition all the way. But perhaps you make the best of it, and finally land the prospect at the expense of a lot of time and consequent loss of opportunity to make other sales. What then? How about repeat orders?

Come-back sales are the kind your store needs, and the kind you need to insure a satisfactory sales volume for the year.

Have you been able to so impress that customer in your fifteen minutes' talk with the surpassing qualities of Red Bird Brand that she will come back to you for more Red Bird, and are the goods themselves such as will bring repeat orders? You don't feel very sure of it, do you?

The manufacturer of these goods hasn't as much to lose if they prove inferior as the man who has told the public that his goods are the best and is in danger of losing the reputation of his trade-mark, built up at enormous expense. When you know that some of these trade-marks and the good-will that they represent are valued at a half million dollars each, you will begin to appreciate the jealousy with which the merchandise they identify is kept up to the standard. The manufacturer of unadvertised brands has no such incentive to keep up quality.

Now what was the record of the unadvertised brands? Lost sales—and uncertain repeats.

Not a very encouraging outlook for the man who depends for success wholly upon sales volume, is it?

Now take the other side of the case. A customer comes to your counter and you show her an advertised brand. She has seen the trade-mark before. It is a familiar face in a crowd of strangers. Very often it is the manufacturer's advertising that has brought her to your counter to ask for the goods. If she has bought the goods before and knows their good qualities, it's simply a case of how many, and write out the sales slip and you're ready for the next.

But even if she hasn't bought before, you have a good line of talking points with which to convince her, because that manufacturer has told you in his advertising the points that he has found appeal most strongly.

He doesn't ask you to be his advertising manager and analyze his goods and frame up an argument. He tells you why they are better, the care he takes in manufacturing, the extra price he pays for raw material and a little better grade of labor; the secret formula he alone controls, and a dozen other convincing reasons why.

And then when he stamps his trade-mark on the goods he says in effect: "These are the best goods I can make, upon their quality I stake my reputation. And then there's that half-million forfeit staring him in the face.

Now you're convinced—you're enthusiastic—you're talking along the line of advertising the customer has already read and the task of persuasion is easy and rapid.

The customer goes away with that trade-mark fixed firmly in her mind as the result of the advertising she has read, backed up by the clerk's repetition of the same argument. If the goods bear it out repeat orders are sure to follow.

So advertised trade-marked goods will help you to make quick sales—bigger sales and more sales. No possible doubt of it. It's the law of cause and result.

Is there any good reason why you shouldn't avail yourself of this help?

HAVE A SIMPLE CHARGE SYSTEM.

By Ed. Wanless, Chatham

To avoid losses resulting from the neglect of clerks to charge goods delivered to customers without payment having been received, I consider that the best policy would be to educate clerks to not attempt to wait on another customer until the one transaction is entirely closed.

Make it as easy as possible for the clerk making the entry, so that even though customers are clamoring to be waited on the clerk will be such a short time making the entry that the waiting customers will not become impatient.



Good Friends In All Weather

GLIDDEN Green Label Varnishes—the Quality Varnishes—are good friends to the dealer in all sorts of weather, because it's the Quality in them that makes them sell and the Quality in them that makes them stay sold.

The best way to make friends of your customers is to make friends with the Glidden line—the famous Glidden Green Label Varnishes, White Enamels, Endurance Wood Stains, JAP-A-LAC, Waterproof Flat Wall Finishes and Cement Coatings.

Whenever you are in Cleveland, call at our headquarters and we will be glad to show you the largest and best equipped varnish plant in the world.

If your supply of JAP-A-LAC color cards is low, let us know. We will gladly furnish you with all you need.

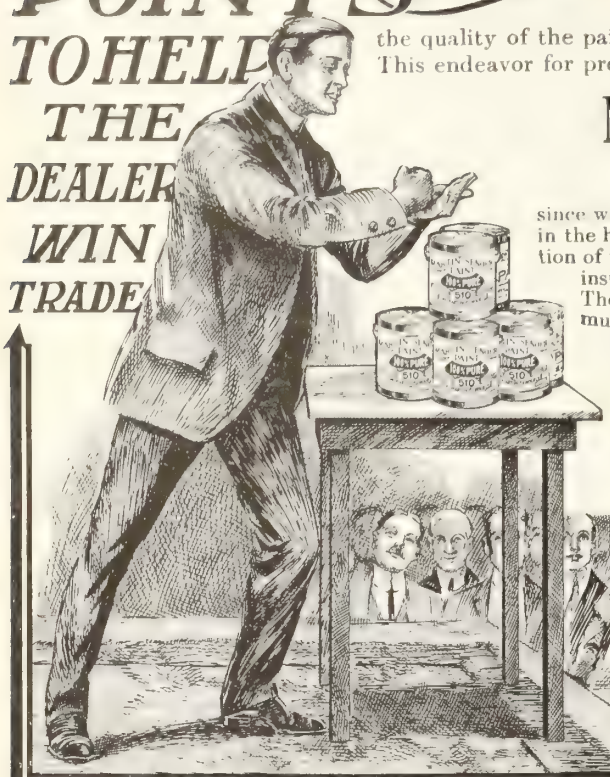
Write for our 1913 proposition on Green Label Varnishes and JAP-A-LAC.

The Glidden Varnish Co.

TORONTO, ONTARIO

Factories: Toronto, Canada -:- -:- Cleveland, Ohio
Branches: New York -:- Chicago -:- London

SELLING POINTS TO HELP THE DEALER WIN TRADE



The Civilizing Influence of Paint

As man became more and more expert in the use of paint, civilization advanced. As he learned the value of paint to protect what he made, he sought to improve the quality of the paint, so that what he fashioned would remain longer protected. This endeavor for protection brought forth

MARTIN-SENOUR PAINT

100% PURE

since which time the spread of civilization has been more rapid than ever before in the history of the world. Paint has had its helpful influence in the civilization of mankind. Paint conserves resources—it preserves property and thereby insures wealth. It is cheaper to paint property than re-build or repair it. The dealer must remember the value of paint to sell it at a profit. He must sell pounds of service—not simply pounds of oil and pigment.

Let us tell you more of the service rendered by **MARTIN-SENOUR PAINTS** and **VARNISHES.**

The Martin-Senour Co. Limited

Pioneers of Pure Paint

Chicago Winnipeg Lincoln



Jamieson's

PURE PREPARED PAINTS

are all that the name implies. What's more they are good profit makers, as we can abundantly prove to you.

R. C. Jamieson & Co.

Established 1858 LIMITED

MONTREAL

Owning and operating P D. DODDS & CO., Limited

Be ready for the Spring Paint Trade with the best weapons: Jamieson's pure prepared Paints.

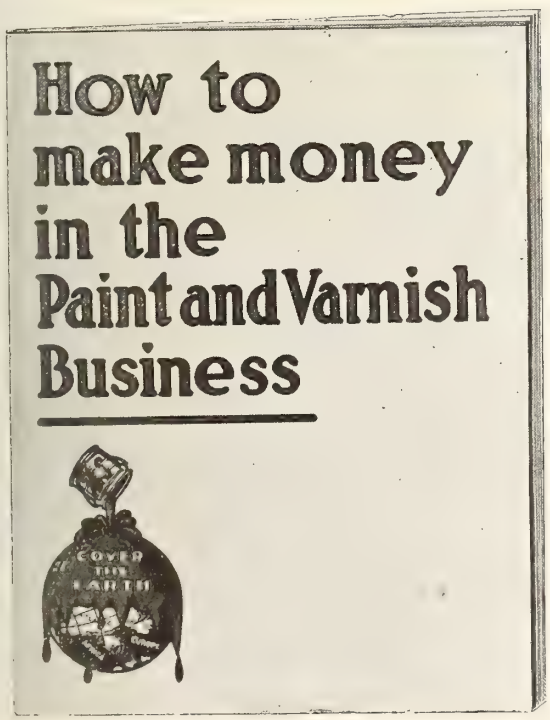
12

How to make money
in the Paint and Varnish Business

THIS book is for every ambitious merchant, large or small, who recognizes the advantages of selling merchandise of quality and reputation, and is eager to build up a profitable business.

It tells how other shrewd retailers have made Paints and Varnishes—at first a side line—one of the best paying departments of their business, and illustrates some of the methods they followed in so doing.

In the pictures you will see why the Sherwin-Williams Agency is the greatest aid to success. After looking them over and reading the letters from prosperous merchants, we think you will agree with us, too, and want to know more about our proposition.





THE SHERWIN-WILLIAMS CO.
of Canada, Limited



PAINT, VARNISH & COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.
OFFICES & WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, VANCOUVER, LONDON, ENG.

This book will be sent without charge to every Hardware Dealer who writes for it on his letterhead.

Do not hurriedly glance through this book, then put it away to read some other time—and forget it. It represents the condensed experience of men who have sold goods both sides of the counter, and no matter what line of merchandise you handle, is sure to suggest new solutions for your every day problems. Take it home to read leisurely and carefully.

Window and Newspaper Advertising

WINDOW DISPLAYS OF TOOLS.

By Jules Gourdeau

As you know the J. H. Ashdown Hardware Co., Winnipeg, have twelve departments. As each department has got to have its window changed every week,



Jules Gourdeau who arranged the tool display in the window of the J. H. Ashdown Hardware Co., Winnipeg, shown in the illustration on this page.

that means that I have got to change fourteen windows a week.

The system in the tool department is this: The window for that department is changed on Friday morning of each week. The junior clerk brings the tools to the window and the dressing is done by myself.

When the tools come out of the window, the clerks of that department clean them with "3 in 1 oil" in order to keep them from rusting.

This window, shown in the engraving, was dressed with carpenters' tools, and drew a great deal of business for the firm.

OUT-OF-DATE WINDOWS.

Ask the average country merchant what his show windows are worth, and if he attempts to tell you at all, his reply nine times out of ten will show that he doesn't know and very likely has never inquired into the matter.

Any country merchant can put in good business-producing windows even if his windows are small.

The purpose of a show window is to sell something. If it fails to do that, the display either is not timely or because of lack of price tickets or careful preparation it fails to create any temptation to buy.

We know it takes push, time, patience and thought to keep trimming windows. It is no lazy man's job. But we are not talking to lazy men. We are talking to men who just haven't taken time to think the matter through.

Some stores we know of, and these are stores of good merchants, too, use their windows as a place for storing goods. Think of it!

One thing is certain, and that is, a good window trim makes for better business, and no matter where one's store is, one can have a good trim.



A tool display in the window of the Ashdown Hardware Co., Limited, Winnipeg. The window, which was dressed by Jules Gourdeau, had the effect of selling a good many tools.

At Your Store—Why?

YOU want *many* people to buy paint from you this spring. What practical plans have you made to realize that wish?

To begin with: Why *should* people buy at your store? It is hardly enough for you to answer, "Because I sell good paint." Most of the leading lines of paint are good. Your competitor probably sells pretty good paint, too. If your paint is to be *preferred*, it must have strong points of *attraction*. Getting down to cold facts, do you know of a paint anywhere more attractive to the user than Brandram-Henderson "English" Paint —70% Pure White Lead, 30% Pure White Zinc.

Is there a paint, anywhere, whose value in *endurance* is as *evident?*

To conclude: How are people going to *know* that they should buy at your store? How are you going to sell them—all of them?

Ordinarily, this last is a big job in itself. But this year it has been made simple for you — if you sell Brandram-Henderson "English" Paint. A plan of attack has been already made for your benefit. It will reach out from your store *far* and *wide*. It will carry conviction to your possible customers—and bring you the *cash*.

You *want* more paint business. Will you mail us a post card, now, as the first step towards *realizing* your wish?

BRANDRAM-HENDERSON LIMITED

Montreal Halifax St. John Toronto Winnipeg

OVER SEVENTY YEARS

OF PAINT MAKING EXPERIENCE

Can be had **at once** by you as an asset to your paint business. The fact that we have been concentrating on one thing—the making of GOOD Paint—since 1842 is a guarantee that

Ramsay's Paints

are good Paints. For more than seventy years our paints have been covering material under every condition and covering it to the **complete** satisfaction of the user. This is the reason for our growing business and we invite you to be an agent for Ramsay's Paints, offering you the result of over Seventy Years' experience.



A. Ramsay & Son Co.

Paint Makers Since 1842

Montreal

Market Situation

Hardware Markets. Business is good, and improving as the season advances. Shortages in some lines are predicted owing to the large number of orders and the heavy call for spring lines. Some advances have been made.

Indications point to a brisk trade throughout the year. Certainly the present orders calling for immediate delivery are well pleasing to the manufacturers and jobbers. Spring delivery of goods ordered earlier in the year are beginning to move and by the end of the month shipping staffs will be working overtime to get the goods forward.

The advances cover picks, fly screen wire cloth, screws, saws, while shot shows a slight decline in the West. Poultry netting and wire screening stocks are getting low on heavy demands, particularly in the East. Shipments are very heavy. Candlewick, being a product of cotton, has advanced, and is now selling at 26 cents. Clay and rock picks have advanced, the prices now ranging on the former from $4.30 to $5.65 per dozen on five to nine-pound picks, and $5.10 to $6.15 on the later six to nine pound picks.

Disston handsaws are now 10 off instead of 15. An advance of 5 cents a hundred has been made on screen wire cloth. Spring butts have gone up 10 per cent. Coil chain has advanced, quarter-inch chain now being quoted at $6 per hundred pounds. Crowbars have gone up 25 per cent.

Demand for builders' hardware, good all through the winter, is especially active now, with the advent of the building season. New prices will not be radical, but the tendency is upward.

The call for household and housecleaning lines is getting stronger every day. There is also a demand for cutlery and edged tools. Shovels and wheelbarrows are moving freely.

* * * *

Paints and Oils. Deliveries are going forward in heavier volume just now, and all spring orders are being pushed. Prices remain unchanged from last month's quotation, with the exception of gasoline, which has advanced one cent. In all lines splendid business is reported.

Linseed oil remains unchanged, the speculative features being entirely lacking just now, and as large quantities are perhaps not been taken in single lots there is a slightly higher tone for the orders. Raw oil is 55 cents for large lots, and smaller orders call for a quotation of 58 cents. Boiled oil run 3 cents higher in either case. The outlook in turpentine will from now on become interesting, as after the end of the month new turps may be expected to figure in the market quotations. President trading is satisfactory, and for daily needs quite a bit of turpentine is moving, though orders call for small lots. Future trading is not exciting, buyers prefering to wait to see the new season's quotations, which, unless the present is an unusual year, should see an easing off in prices. Quotations range from 62 to 66 cents a gallon, according to quantities ordered.

White lead is holding decidedly firm just now. The advent of spring has infused fire and ginger into the market and orders going forward are entirely satisfactory. Some brands have gone as high as $8.40.

The 15 per cent. off list on glass holds, and while business is brisk there is no tightening of the price. Putty, too, is going much better now than since the beginning of the year.

While all bulk paint lines are active and strong, they are but following the lead of ready-mixed paints. Manufacturers and jobbers all say these goods are moving almost as fast as new stock comes in. Some of this, of course, is due to delivery of orders calling for delivery in early spring, and the warehouses are getting ready for the inundation expected about Easter.

Coal oil, benzine and gasoline are showing steadiness, though movements are not in very heavy volume. Market prices are steady.

* * * *

The Metal Markets. Intensive selling is the situation in metals. This is the conditions which has been prevailing since the beginning of the year. Orders do not call for larger quantities, but quick sales on small bulk mean a good volume of business at the end of the year.

Bar and hoop iron is brisk, and is perhaps the outstanding feature of the market just now—though otherwise the situation is smooth and even. Mills working on manufactured products report great activity and demands keep piling up orders for future delivery.

Pig iron is not moving in heavy volume, but sales of small orders are encouraging and keeping life in the market.

The ingot metals—copper, tin and lead—speculative at all times, are held back somewhat by the tightness of the money market. This is just as well, for it keeps the price of the metals about their proper level for consumers who are entering the market frequently for stocks for manufacturing purposes.

Lead has shown strength at unchanged prices during the month. That is to say, towards the close of February trading was much better than for the earlier part of the present year.

There was a slight easing off in spelter prices—about half a cent a pound since last report—while babbit metals are stronger with a slight advance in Eastern Canada.

Tin has locally been following the pace set in New York, both Toronto and Montreal prices waiting on the lead which is set by importers at seaport points. February prices (and this holds true to-day) have been weaker than during the first month of 1913. Tinned sheets, on the other hand, have been climbing higher.

The red metal quotations have been getting weaker and weaker for a month past, and there does not appear to be much buying except for present consumption. Futures are not figuring at all in present bookings.

Aluminum is firm, with stocks low. A good demand exists.

* * * *

Advance in Steel Snaps.

The Niagara Falls Metal Stamping Works announce the following changes in their price list of wrought steel snaps. Harness snaps Nos. 2000, 2001, 2002, 2003, 2004, 2005, 2006 and 2007, the sies below one inch, will be $3,36 per gross instead of $2.84 and $2.96; the list prices of 2-inch harness snaps Nos. 2022 and 2023 will be $8.00 per gross instead of $9.90; and the list prices of ½-inch rope snaps Nos. 4000 and 4001 will be $3.60 per gross instead of $3.36.

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Canadian Trade News

Fred C. Lariviere is extending and altering his store at Montreal.

J. R. Hambly, Barrie, took over F. A. Hoar's hardware stock on March 1.

Russell Hern has taken over the business of the Huntsville Hardware Co.

Edward Stairs, president of Wm. Stairs, Son & Morrow, wholesale and retail hardware dealers, Halifax, is dead.

The Wrought Iron Range Co. of Canada, Ltd., Toronto, has received a certificate of registration, their capital being $100,000.

Rice, Lewis & Son, Toronto, moved their retail departments from the King Street site to the Victoria Street premises on March 1.

The Sanator Manufacturing Co., Grimsby, Ont., has taken over the business of N. M. Walker, Mr. Walker being manager of the new company.

Flurie Bros., Eganville, Ont., who last fall opened a plumbing shop in that place, have recently added a stock of general hardware and stoves.

Joseph Hilliar has disposed of his interest in the Burk's Falls Hardware Co. to Ecclestone & McClusky, who will continue under the old name.

Harold M. Chown, brother of R. C., W. A., and L. J. Chown, and secretary of the Chown Hardware Co., Edmonton, died on February 17 at his home of typhoid fever. He was 22 years of age.

The Toronto Paint Supply Co., Toronto, have obtained a charter to manufacture and deal in a wholesale and retail way in paints, oils, varnishes and glass.

Stamped and Enamelled Ware, Ltd., Hespeler, Ont., has been incorporated with a capital of $250,000, to carry on the business of making, enamelling and stamping tin and other metal ware. The incorporators are G. D. Forbes, F. Clare and G. A. Clare.

The Gillette Safety Razor Company of Canada, Limited, Montreal, had a most successful business during the last half of 1912, both in regard to sales and profits. The earnings averaged about the same as those of the parent company in the United States, namely, 10 per cent. The capital stock of the company is $500,000.

NEW CARTRIDGE FACTORY AT WINDSOR.

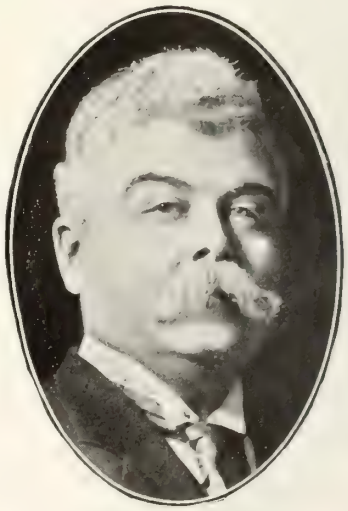
The Remington Arms Union Metallic Cartridge Co., New York and Toronto, will build a Canadian factory at Windsor, having purchased property there. Construction has been started and it is expected the building will be ready by May. About 50 men will be employed at the start. The plant will be equipped with modern automatic machinery, safety devices and fire protection apparatus. Three powder magazines will also be built, with special lightning arresters and ventilating system.

PEASE FOUNDRY COMPANY SPREADING OUT.

The Pease Foundry Co., Toronto, have opened a branch in Hamilton with temporary premises at 111 James Street South, of which C. T. Pearce, formerly with the Pease Company in Eastern Ontario and later with Burrow, Stewart & Milne Co., Hamilton, is manager. They propose to handle in Hamilton both Economy boilers and furnaces. The Pease Company have opened a branch in Montreal, with E. Scofield, formerly manager of the Buffalo branch of the American Radiator Co., in charge.

PRESENTATION TO WORTHY OFFICIAL.

A presentation of a unique form took place in the office of the Gurney Foundry Co., King Street West, Toronto, on Friday morning, February 20, when T. B. Alcock, secretary of the company, and familiarly known to his intimate friends as "Sunny Tom," was presented by his associates in the head office and in the branch houses scattered from the Atlantic to the Pacific with a cabinet of silver, suitably inscribed, the wording of which told the high esteem in which Mr.



Mr. T. B. Alcock

Alcock is held. The occasion was the return of Mr. Alcock and his bride from their wedding tour and the completion of his 35th year in the employ of the company. W. C. Simpson, accountant, made the presentation in terms of endearment, and Mr. Alcock just as feelingly replied.

The whole ceremony was a family affair, as Mr. Alcock is known and honored by every member of the company, and has seen all the present branch managers make their start in the Toronto house. He joined the company when it was known as E. & C. Gurney and occupied the old McGee foundry premises at King and Yonge Streets, Toronto.

MR. R. H. MERRIMAN RETIRES

Mr. R. H. Merriman, who has been connected with the B. Greening Wire Co., Limited, for a great many years, and since its incorporation been Secretary and a Director, has resigned as regards active connection with the firm. Mr. Merriman, who is one of the best known men among the Hardware Trade of Canada, will carry with him the very best wishes of his many friends in the trade and of a great many others with whom he came in contact from one end of this country to the other, as well as the kindest regards of the firm with whom he has been so long connected.

We understand that Mr. Merriman has decided to go into the agency business and will handle a line of hardware that will keep him in touch with the trade.

Mr. Merriman, we believe, retains his financial interest with the company.



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B. Greening Wire Mfg. Co., Hamilton.

SCREWS.
Steel Co. of Canada, Hamilton.

SHEARS.
Canadian Buffalo Forge Co., Montreal.

SHOVELS AND SPADES.
Lundy Shovel & Tool Co., Peterboro.
Canadian Shovel & Tool Co., Hamilton.
Erie Iron Works, St. Thomas.

SILVERWARE.
Oneida Community, Ltd., Niagara Falls, Ont.
Toronto Silver Plate Co., Toronto.

SHEET METALS.
A. C. Leslie & Co., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.
B. & S. H. Thompson, Montreal.

SOLDERING IRONS.
Brown Boggs Co., Hamilton.

SPORTING GOODS.
A. E. Bregent, Montreal.
Dominion Cartridge Co., Montreal.
H. S. Howland Sons & Co., Toronto.
Marble Arms Mfg. Co., Gladstone, Mich.
Owen Sound Steel Press Co., Owen Sound.
Rice Lewis & Son, Toronto.
Tobin Arms Mfg. Co., Woodstock.

SPECIAL STEEL STAMPINGS.
National Hardware Co., Orillia.

SPRAYERS.
Collins Mfg. Co., Toronto.

SPRINGS AND AXLES.
Guelph Spring & Axle Co., Guelph

STAPLES.
Cowan & Britton, Limited, Gananoque.

STEEL TROUGHS.
Erie Iron Works, St. Thomas

STORE FRONTS METAL).
Canadian Store Front Co., Hamilton.

STOVES AND RANGES.
Butterworth Foundry Co., Ottawa.
Burrow, Stewart & Milne, Hamilton.
Canadian Heating & Ventilating Co., Owen Sound.
Collins Mfg. Co., Toronto.
Copp Stove Co., Fort William.
Thos. Davidson Mfg. Co., Montreal.
Doherty Mfg. Co., Sarnia.
Galt Stove & Furnace Co., Galt.
Enterprise Foundry Co., Sackville, N. B.
Findlay Bros., Carleton Place.
Gurney Foundry Co., Toronto.
Gurney-Tilden Co., Hamilton.
[illegible] Foundry Co., Hespeler.
Hamilton Stove & Heater Co., Hamilton.
McClary Mfg. Co., London.
Moffat Stove Co., Weston.
D. Moore Co., Hamilton.
Jas. Smart Mfg. Co., Brockville.
Jas. Stewart Mfg. Co., Woodstock.

TACKS.
U. S. Steel Products Export Co., Montreal.

TENTS AND AWNINGS.
J. J. Turner & Son, Peterboro.

TIN PLATE.
A. C. Leslie & Co., Montreal.
McClary Mfg. Co., London.
B. & S. H. Thompson, Montreal.
U. S. Steel Products Export Co., Montreal.

TINSMITHS' MACHINERY.
Brown Boggs Co., Hamilton.

TOOL GRINDERS
Cleveland Stone Co., Cleveland
Pike Mfg. Co., Pike, N. H
Taylor Forbes Co., Guelph

TOOLS (Mechanics)
Dorken Bros., Montreal.
Allan Hills Edge Tool Co., Galt
North Bros., Philadelphia, Pa
Peck, Stowe & Wilcox Co., Cleveland, Ohio.

TRAPS.
Oneida Community, Ltd., Niagara Falls, Ont.
Peck, Stowe & Wilcox Co., Southington, Conn.

VACUUM CLEANERS.
Onward Mfg. Co., Berlin.
Pollock Mfg. Co., Berlin

VALVES AND UNIONS
Jas. Morrison Brass Mfg. Co., Toronto.
Penberthy Injector Co., Windsor.
Dart Union Co., Toronto

VENTILATORS.
Canadian Buffalo Forge Co., Montreal.

WAFFLE IRONS.
Stover Mfg. Co., Freeport, Ill.
Taylor Forbes Co., Guelph.

WASHING MACHINES.
J. H. Connor & Son, Ottawa.
Cummer Dowswell, Ltd., Hamilton
D. Maxwell & Sons, St. Marys.
Taylor Forbes Co., Guelph.
Henderson & Richardson, Montreal

WATER SERVICE SYSTEMS.
National Equipment Co., Toronto

WATER GAGES.
Penberthy Injector Co., Windsor.

METAL WASHBOARDS.
Meakins & Sons, Hamilton.

WHIFFLETREES (Steel).
Canada Steel Goods Co., Hamilton

WHOLESALE HARDWARE.
H. S. Howland, Sons & Co., Toronto.
Kennedy Hdwe. Co., Toronto.
Lewis Bros., Ltd., Montreal.
Rice Lewis & Son, Toronto.
Peart Bros., Ltd., Regina, Sask.

WHITE LEAD.
Brandram-Henderson Co., Montreal.
Canada Paint Co., Montreal

WINDOW DRESSING FIXTURES.
Oscar Onken Co., Cincinnati, O
Canadian Store Front Co., Hamilton

WINDOW HANGERS.
Cowan & Britton, Limited, Gananoque.

WIRE FENCING.
Banwell-Hoxie Wire Fence Co., Hamilton.
Canadian Steel & Wire Co., Hamilton
U. S. Steel Products Co., Montreal

WIRE GOODS.
B. Greening Wire Co., Hamilton.
Imperial Steel & Wire Co., Collingwood.
Canada Wire and Iron Goods Co., Hamilton.

WIRE ROPE.
B. Greening Wire Co., Hamilton

WOODENWARE.
Meakins & Sons, Hamilton.

WRINGERS.
American Wringer Co., New York.
Cummer Dowswell, Ltd., Hamilton.
D. Maxwell & Sons, St. Mary's



The ever-popular Berry Wagon is still a strong selling help

MANY years have rolled by since our dealers received their first goods packed in the Wagon-style cases.

But it is just as effective as ever in helping win business for them.

Every case in which Berry Brothers' Varnishes are packed for shipment to dealers contains a complete outfit of axles, wheels, bolts, nuts and tongue by which the case can be quickly transformed into a substantial, attractive wagon for children.

Many dealers use this to their great advantage by enlisting the efforts of the children to help land business. Seen on the streets it is good advertising. It makes the children familiar with Berry Brothers' Varnishes. Many who were so educated years ago are now large users.

This is only one of the many big advantages enjoyed by Berry Brothers' dealers.

Our new selling-plan embraces many new ones. Write us today for particulars.

BERRY BROTHERS

The World's Largest Varnish Makers

WALKERVILLE, ONT.

WANTED and FOR SALE

Ads under this head ten cents per line. Five lines once for 50 cents, three times for $1.00. Cash must accompany order. No accounts booked.

BUSINESS CHANCES

FOR SALE—GREATER VANCOUVER, B.C.—HARDWARE BUSINESS Five Years old. Annual Turnover $45,000. Stock at invoice price, store fittings, lease and goodwill amount to about $10,000. Cash $6,000, balance arranged. Growing City. Fullest particulars on application. Address Box 133, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, 32 Colborne St., Toronto. 2 13-3

WANTED—Second Hand 6-foot Brake. State condition, make and price. Box 134, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, 32 Colborne Street, Toronto.

SALESMAN WANTED.

SALESMAN—We are looking for a young, high-grade, energetic, traveller, to sell Richards-Wilcox Door Hangers, Mounted Grindstones and Hardware Specialties. This is an unusual opportunity and calls for a man of character, ability and experience. Write full concerning experience and salary desired. RICHARDS-WILCOX CANADIAN CO., Ltd., London, Ont.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street, Toronto — **52 Canada Life Building, Montreal**

NOTICE

Short Bowl Lantern Globe

I beg to advise prospective purchasers of Lantern Globes that an INDUSTRIAL DESIGN was granted to me by the Dominion Government on a

SHORT BOWL SHAPED LANTERN GLOBE

Pending the decision of the court, any person or company is LIABLE, who purchases or offers for sale a Globe of this design, other than the authorized Globe which is marked "Registered 1912."

JAMES W. MONCUR
Hamilton, Ontario

MONARCH TYPEWRITERS

The King of all Writing Machines

JUST THE THING FOR THE UP-TO-DATE HARDWARE MAN

Remington Typewriter Co., Limited
MONARCH DEPARTMENT
144 Bay Street, Toronto, Ontario

J. J. TURNER & SONS

The Largest Manufacturers in Canada of

Tents, Flags, Awnings, Sails, Horse Blankets, Waterproof Goods, Coal Bags and every description of Camping Goods.

Send us your orders for Tents and keep them in stock. They are put up in bags to keep them clean.

J. J. TURNER & SONS
Peterborough, Ont. — **Regina, Sask.**

We Ship Promptly

Try us for
Cordage
Wrapping Twines
Cotton Duck
Oiled Clothing

We are sole selling agents
The Hopkins Mfg. Co., Limited
Mfrs. of Bags, Tents, Tarpaulins, Flags
and
The Dominion Waste Mfg. Co., Limited
Mfrs. of Cotton and Wool Waste

Scythes & Company Limited
TORONTO — **MONTREAL**

The PARMENTER BULLOCH CO. Limited
GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

CONSULT THE BUYERS DIRECTORY

The Buyers Directory of CANADIAN HARDWARE, STOVE AND PAINT JOURNAL contains much valuable information.

Sometimes an advertiser makes several lines—and only ONE line will be represented in his advertisement—but if you will refer to the Directory in most cases you will find just what you are looking for.

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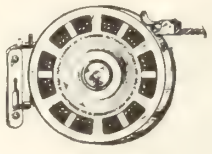
Collar Pads, Sweat Pads, Housings, Saddle Blankets, etc.

Are all made from the famous Ventiplex fabric, which is constructed on purely scientific principles.

If you are not already a dealer, get busy right now, and send to your jobber for some of our Ventiplex Pads, known the world over as the "More Horse Power" pad. You will also get a book explaining the scientific construction of the Ventiplex material. None genuine without the Ventiplex registered trade-mark.

If you cannot get them from your jobber, send direct to us.

Burlington Windsor Blanket Co.
LIMITED
Windsor, Ont.



PEERLESS AUTOMATIC CLOTHES LINE

We are now making a full line of brass nickle plated towel bars as well as the "Peerless Automatic Clothes line," an article indispensable for the laundry and bathroom.

We are also manufacturers of the celebrated line of

"OLD SOL" Motorcycle, Bicycle and Carriage Lamps, Traction Engine and Motor Boat Search Lights and Generators, Pennant Holders for Automobiles, "Vulco" Mending Compound, Towel Bars, Clothes Line Devices and Metal Specialties.

Write for Descriptive Catalogue and Prices to Dealers.

The Pollock Manufacturing Company, Limited

Columbia Place Berlin, Ontario

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

Manufacturers of a Complete Line of
Measuring Tapes and Rules

Our goods have so many commendable features that they have become POPULAR ABOVE ALL COMPETING LINES. Their ACCURACY, their DURABILITY, the very TRADE-NAMES, RELIABLE, CHALLENGE, etc., ARE RECOGNIZED INSTANTLY WHEREVER MEASUREMENTS ARE TAKEN.

OURS ARE THE ONLY MEASURING TAPES AND RULES MADE IN CANADA.
THEY ARE SOLD THROUGH THE JOBBER AND WE PROTECT THE DEALER.

ALL THIS AND MORE THE TRADE-MARK **LUFKIN** STANDS FOR

BRIGHTEN YOUR PROSPECTS WITH
New Era Paint

It will stand the test of your most analytical Customer

It covers larger surface
Holds its color longer
Withstands greater weather extremes
Gives a much brighter finish than many other much higher priced paints

A trial will positively convince you that it is all we claim it to be

ASK US TO SEND YOU OUR NEW CATALOGUE

Standard Paint & Varnish Co.
LIMITED
Windsor, Ontario



P. S. & W. TRADE MARK TOOLS GUARANTEED



Guaranteed by
The MARK of the MAKER

THAT trade-mark protects you and guarantees to your customers the fine English tool steel, high temper, sharp edges, well turned and fitted handles and fine finish of P. S. & W. Chisels and Gouges.

The largest and finest chisel line manufactured.

Write for Catalog 12-B, describing the largest line of mechanics' hand-tools offered by any maker.

The following jobbers handle P. S. & W. Tools and will no doubt order any tool you wish, if they haven't it already in stock. If you find it hard to secure P. S. & W. Tools, write us.

Calgary—J. H. Ashdown Hdwe. Co., Ltd.; Wood, Vallance & Adams, Ltd. **Hamilton**—Wood, Vallance, Ltd. **London**—D. H. Howden & Co., Ltd.; Hobbs Hdwe. Co., Ltd. **Montreal**—Caverhill & Learmont; Frothingham & Workman, Ltd.; L. H. Heberte & Cie, Lte.; Lewis Bros., Ltd. **Saskatoon**—J. H. Ashdown Hdwe. Co., Ltd. **Toronto**—H. S. Howland Sons & Co.; Kennedy Hdwe. Co., Ltd.; Rice, Lewis & Son, Ltd. **Winnipeg**—J. H. Ashdown Hdwe. Co.; Merrick-Anderson Co., Miller-Morse Hdwe. Co., Ltd.; Wood, Vallance Co., Ltd.

The Peck, Stow & Wilcox Co.
MFRS. of Mechanics' Hand-Tools, Tinsmiths' Machines, Builders' and General Hardware
Established 1819
Address 28 Murray St., New York, N. Y., U. S. A.

RED
S
BRAND WINDOW GLASS



GLASS BENDERS TO THE TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED
DON ROADWAY — Plate, Window, Figured, Stained, Wired, Bent, Mirror and Ornamental Glass — TORONTO

REMINGTON UMC

Who Carries the Best Guns in Your Town?

IF the best gun you show is a cheap gun, your arms and ammunition trade will stop where it should begin.

Like few other articles, the sale of a high grade arm identifies your store as a headquarters for other goods on which there is a nice profit. Buyers of guns will also buy ammunition, cutlery, hunting clothing, footwear and other sportsmen's supplies.

Push a complete line of Remington-UMC rifles and shotguns and you will stir up a line of trade that will extend throughout every department of your store.

Remington shotguns and rifles are made by the same leaders in the arms and ammunition field who manufacture the world-beating Arrow and Nitro Club steel lined shot shells and metallic ammunition.

Ask your jobber.

Remington Arms-Union Metallic Cartridge Co.
WINDSOR, ONT.

ONE DOLLAR YEARLY APRIL, 1913.

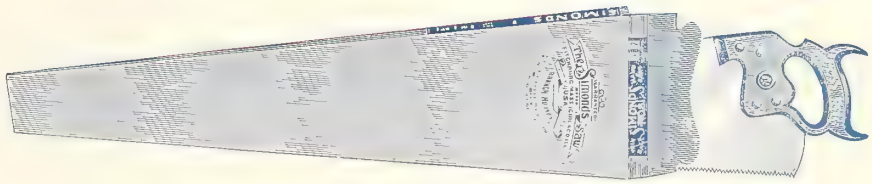
CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOL. 5. Published Monthly by The Commercial Press, Limited, 32 Colborne Street, Toronto No. 4.

SIMONDS SAWS

"I Tell You It's a Great Saw"

Show the Simonds Hand Saw to your Carpenters and explain about the high quality crucible steel of which it is made.



When considering your stock of Cross-Cut Saws figure on the saw that will give you the most profit. That doesn't mean the cheapest saw. That means the saw that will give your customers the greatest amount of satisfaction. Simonds Crescent Ground Cross-Cut Saws are guaranteed to give satisfaction and cut more than any other brand made. The price is not low but the quality is extremely high and when you sell a Simonds Saw you make a friend. If you would like to have our catalog and discounts on Hand Saws, Crescent Ground Cross-Cut Saws, Hack Saws, Files, etc., just drop us a postcard. Be sure and order Simonds Saws.

Simonds Canada Saw Co., Limited

Factory: Montreal **Branches: St. John, N.B., Vancouver, B.C.**

Enthusiastic men, working together, have made the

GILLETTE ORGANIZATION

A Tremendous Success

Every man in this balanced, efficient Gillette Organization has but one ultimate aim—to increase the popularity and use of Gillette Safety Razors. Every step in our manufacturing, accounting and advertising has in view the pleased and enthusiastic user.



In this successful Organization YOU, the Retail Dealer, have been and are an essential factor. When your skilled personal salesmanship works in with ourmanufacturing and advertising, the results are more than satisfactory to us both. The Gillette has for years deservedly dominated the Canadian razor field. It is the razor on which discerning dealers everywhere are concentrating their best efforts. Are you?



The Gillette Safety Razor Company

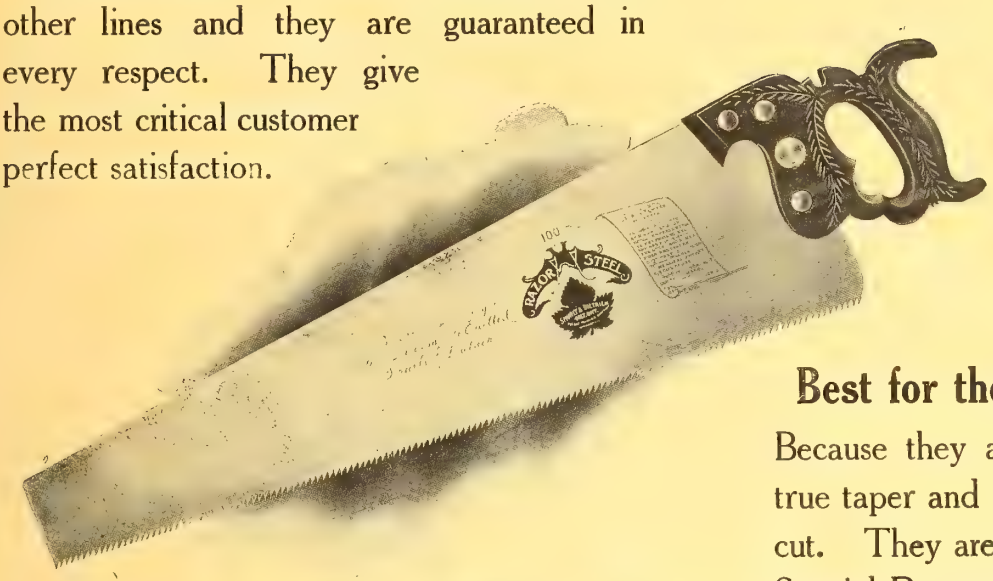
of Canada, Limited

Office and Factory The New Gillette Building, Montreal

MAPLE LEAF SAWS

Best for the Dealer

Because they are more profitable than other lines and they are guaranteed in every respect. They give the most critical customer perfect satisfaction.



Best for the Mechanic

Because they are ground to a true taper and will not bind in cut. They are ground by our Special Process of grinding and guaranteed to give satisfaction.



We also Manufacture

Improved Racer Lance tooth Cross-cut Saws,
Bands, Circulars, Shingle, Concave, Grooving, Mitre, Dado-Head, Gang, Drag, Back, Butcher, Pruning, and Buck Saws, also Saw Tools and Supplies.

Ask our Travelers or write us for our special plan of developing sales amongst carpenters and other mechanics

Shurly-Dietrich Company, Limited

GALT 1642 Pandora Street VANCOUVER, B. G. ONTARIO

Tru

Cold Blas

The Most Economical Made. Burns Coal Oil

Gives 12 Candle Power Brig

WILL NOT BREAK, CRACK O

All the latest technical lantern features are embodied in the Tru well; reinforced one piece stamped tubes; lever at top "works smo down firmly locks the globe into place. Security standing back c

This is our newest and best lantern of the Banner series an Every farmer will want one.

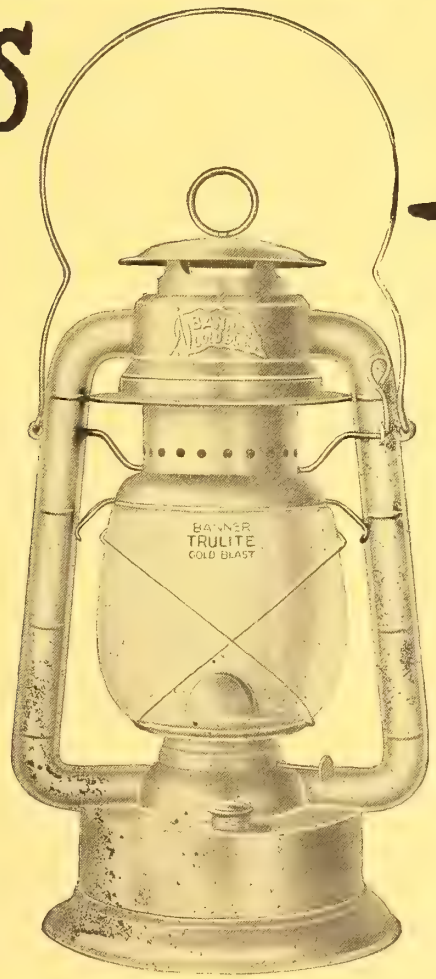
Place your order with us now.

Ontario Lantern & Lamp

lite

Trulite

Lanterns



BANNER
TRADE MARK

ours With One Filling

White Light

ECOME SMOKED

z: dome shaped solderless oil
id easy," and when pressed
iard and extra large oil hole.

ertain to create a big demand.

hip quickly.

Co., Limited, Hamilton, Can.



Your Customers

rely on your judgment in the selection of leaded art glass.

If you have our 132 page catalogue on file you will find this to be a simple matter.

Send us your next order and you will understand, after seeing the superior quality of our work, why we are now the largest manufacturers of leaded art glass in Canada.

We are now getting out a catalogue of church designs exclusively. Ask for a copy.

The Hobbs Manufacturing Co.

LIMITED

Montreal **Toronto** **London** **Winnipeg**

Announcement

RICE LEWIS & SON

Limited

Having recently transferred their Retail Departments to Victoria Street just above King Street, beg to intimate that the slight change is distinctly beneficial to the

Wholesale and Jobbing Departments

Additional space is provided as well as better facilities for shipping. Service will be more efficient and we anticipate augmented trade.

Among the new stocks that have just arrived we mention the following as of special interest *now*.

Poultry Netting, Black Wire Cloth, Screen Doors and Windows, Harvest Tools, Ice Cream Freezers, Lawn Mowers, Etc.

Phone or Mail Your Orders.
Prices are Right—Dispatch Prompt.

Victoria Street Just Above **King Street**

TORONTO : ONTARIO

Canadian Wholesale Hardware Directory

The following firms will be pleased to quote prices, or have their traveling salesman confer, with retail hardware dealers, regarding lines advertised by manufacturers in Canadian Hardware, Stove and Paint Journal.

A. M. Bell & Co., Limited	Halifax, N.S.
Wm. Stairs, Son & Morrow, (Established 1810)	Halifax, N.S.
Emerson & Fisher, Limited	St. John, N.B.
T. McAvity & Sons, Limited	St. John, N.B.
W. H. Thorne & Co., Limited	St. John, N.B.
Caverhill, Learmont & Co.,	Montreal, Que.
Frothingham & Workman, Limited	Montreal, Que.
L. H. Hebert & Cie., Limited	Montreal, Que.
Lewis Bros., Limited	Montreal, Que.
Starke-Seybold, Limited	Montreal, Que.
Wood, Vallance & Co.	Hamilton, Ont.
Hobbs Hardware Co., Limited	London, Ont.
H. S. Howland, Sons & Co., Limited Manufacturers Graham Nails, Samson Brand Farm Tools, Bldg. Paper, Etc.	Toronto, Ont.
Rice Lewis & Son, Limited	Toronto, Ont.
Kennedy Hardware Co., Limited	Toronto, Ont.
James Ashdown Hardware Co., Limited	Winnipeg, Man.
Marshall-Wells Co., Limited	Winnipeg, Man.
Merrick-Anderson Co., Inc.	Winnipeg, Man.
Miller-Morse Hardware Co., Limited	Winnipeg, Man.
Wood, Vallance, Limited	Winnipeg, Man.
Peart Bros. Hardware Co., Limited	Regina, Sask.
J. H. Ashdown Hardware Co., Limited	Saskatoon, Sask.
J. H. Ashdown Hardware Co., Limited	Calgary, Alta.
Wood, Vallance & Adams	Calgary, Alta.
Marshall Wells Alberta Co., Limited	Edmonton, Alta.
Revillon Bros., Limited	Edmonton, Alta.
McLennan, McFeeley & Co., Limited	Vancouver, B.C.
Wood, Vallance & Leggatt, Limited	Vancouver, B.C.

SAMSON SPORTING GOODS



Make a hit every time

H. S. HOWLAND, SONS & CO., LIMITED

Wholesale Hardware

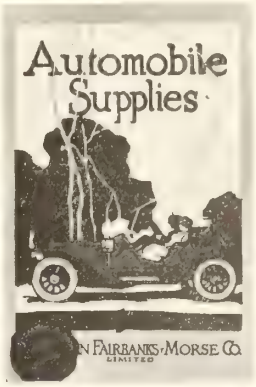
TORONTO

We ship promptly

Our prices are right

Graham Nails are the Best

Get These Two New Catalogs Before You Stock Your Automobile and Motor Boat Supplies





They are just off the press and we want every hardware dealer in Canada to be sure to get a copy at once. We carry a complete line of standard automobile and motor boat supplies at all our various Branch Houses and can ship goods the same day ordered.

The quality of these supplies is absolutely of the very highest grade, and they are of the many well-known makes that the Canadian trade demands. Not only do the manufacturers stand back of them, but we as Canadian distributors guarantee their quality.

The very liberal discounts that we allow dealers enable them to obtain a handsome profit on this business.

The extensive advertising campaign conducted in behalf of these goods makes them easy to sell.

A limited edition of these two catalogs has been published, so you had better write for your copy without delay.

THE CANADIAN FAIRBANKS-MORSE CO.
LIMITED

TORONTO MONTREAL WINNIPEG ST. JOHN SASKATOON OTTAWA CALGARY VANCOUVER

Quality Makes Customers

For over thirty years Taylor-Forbes "Canadian Made" Lawn Mowers have been the acknowledged Standard Mowers on the Canadian Market. Their superior points of excellence have made them leaders. They are constructed in the simplest possible manner with the highest grade material and combine marvellous strength with lightness.

Taylor-Forbes Lawn Mowers save money for the user because they are easily repaired and the knives require very little sharpening. **They save money for the Dealer** because when fairly introduced into a community, they literally **sell themselves** and **stay sold**. They cut the dealer's expenses by cutting down selling efforts to the minimum.

Our other brands besides the two here illustrated are:—**"Adanac" "Empress" "Daisy" Philadelphia" "Mayflower" and "Ontario"**

Write for our 1913 Catalog and trade prices

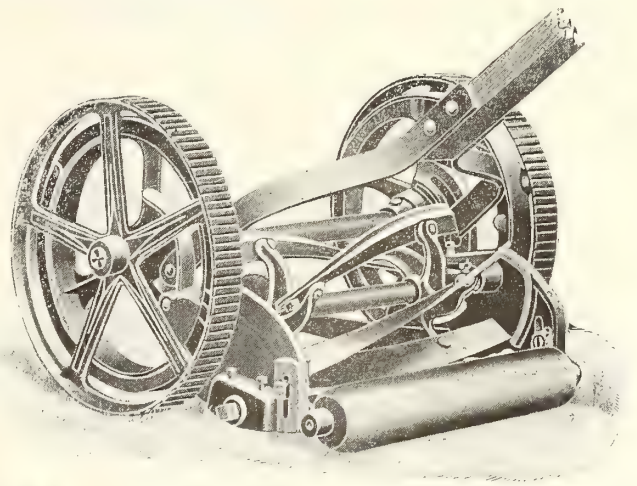
The "Woodyatt" Lawn Mower is easily the most popular high grade lawn mower on the Canadian market.

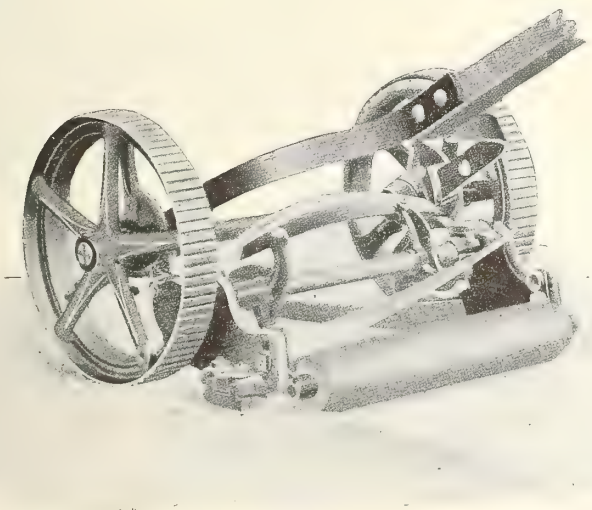
Fitted with oil-tempered tool steel knives, has a four knife cylinder, with 10½ inch drive wheels.

The bearings are extra long and adjustable.

Made with grass box attachment.

The "Woodyatt" will bring you profit and Reputation.





The "Star" Lawn Mower made of the same high grade steel as is used in the "Woodyatt."

Oil tempered tool steel knives.

Adjustable half box bearings on cylinder shaft.

Adjustable bottom knife.

Hard maple wood rollers.

Three knife cylinder and 9½ inch drive wheels.

See that the name TAYLOR-FORBES is on every Lawn Mower you buy
If your Jobber is out of stock, get shipment direct from US.

TAYLOR-FORBES COMPANY, LIMITED

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 531-2 Dock St., St. John, N. B.
Canadian United Mfgr. Agency, London, Eng.

HEAD OFFICE and WORKS
Guelph, Ont.

H. F. Moulden & Son, Travellers' Bldg. Winnipeg
W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

ANNOUNCEMENT

OUR new plant at London, Ontario, is running and ready for business. We are prepared to fill orders for anything in the RICHARDS-WILCOX line. Duplicate patterns, the best machinery and an experienced organization, enable us to guarantee the same high quality that his made "R-W" goods standard in the States.

WE MAKE

Stay Rollers	*Waggon Jacks*	*Wire Stretchers*
Latches	*Washers*	*Corner Irons*
Fire Door Fixtures	*Vises*	*Manual Training Benches*

HARDWARE SPECIALTIES

MOUNTED GRINDSTONES THE ONLY BALL-BEARING GRINDSTONE MADE IN CANADA

AND

DOOR HANGERS ALL KINDS ALL SIZES
"A Hanger for any Door that slides"

This One

Is the W222 Royal House Door Hanger, favored by architects and careful builders almost everywhere because—

1st. Hanger and Track are *covered*—not*exposed.*

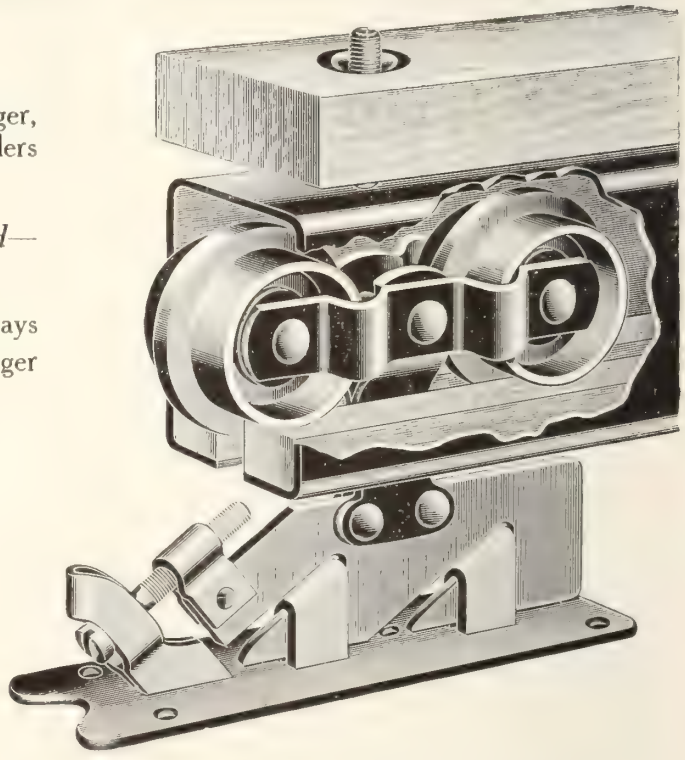
2nd. Hanger is *centre-hung* and always straight, while a *side-hung* hanger seldom is.

3rd. Ball-bearings—Easy-running.

4th. Milled Wheels run on maple strips in track—noiseless.

5th. Adjustment in both track and hanger.

Price includes Header



We help You Sell them. Write us to-day.

Richards-Wilcox

CANADIAN COMPANY, LTD.
LONDON, ONTARIO.

Did you receive your copy of our Catalog No. 7?



The Recognized Standard

Bench Axes, Adzes, Chopping Axes have a crucible steel bit of Sheffield Steel. This method of manufacture although expensive produces a very superior article.

We harden in water, not oil, thereby obtaining the only satisfactory tool for use in wood.

In case of defects we instantly replace.

Allan Hills Edge Tool Co.

LIMITED

Galt - Canada

"Reliability in Rubber"

GUTTA PERCHA & RUBBER LIMITED
TRADE MARK

RUBBER GOODS
FOR THE HARDWARE TRADE

We make Hose of all kinds; Packings to suit every requirement; Belting for all purposes; Tubing, Valves, Valve Discs, Force Cups and Plumbers' Supplies, Wringer Rolls, Rubber Mats and Matting, Stair Treads, Interlocking Rubber Tiling, Automobile, Carriage and Truck Tires, Etc., Etc.

SEND FOR CATALOGUE AND BOOKLETS

Gutta Percha & Rubber, Limited

Successors to

The Gutta Percha & Rubber Mfg. Co. of Toronto, Limited

TORONTO, MONTREAL, WINNIPEG, CALGARY, VANCOUVER
SYDNEY, MELBOURNE AND PERTH, AUSTRALIA



CANADIAN FACTORY—NIAGARA FALLS, ONTARIO







The LIGHTNING, GEM and BLIZZARD

are always in demand and well advertised. They are easily sold and stay sold, which means a good net profit to the dealer. They bring trade and help to keep it. You should order now for shipment later if you like.

Your Jobber Will Supply You.

North Brothers Manufacturing Company

PHILADELPHIA, PA.

Maxwell's "Champion"

High Speed Washer

Maxwell's "CHAMPION" is the simplest and most easily operated of all high speed washing machines.

Most people find the hand lever the most convenient way of working it, but we also supply with every machine a crank to fit on the end of the balance wheel shaft, thus giving the user a choice of methods, or a change. The heavy balance wheel adds wonderfully to the ease and smoothness of operation.

The "CHAMPION" tub is of Louisiana Red Cypress, finished in natural wood, mahogany color. Note the Wringer Board held clear of the top in galvanized iron fittings. This allows almost the whole top to open—a convenience which is much appreciated.

The "CHAMPION" catches a woman's fancy at first sight, and earns her warm recommendation as she uses it. And that's good for your business.



Write for Catalogue of Labor-Saving Machines to

David Maxwell & Sons : St. Mary's Ontario

The B. Greening Wire Co.

LIMITED

Established
1859

Incorporated
1889



Head Office and Works, Hamilton

Manufacturers of

WIRE CLOTH

Brass Strainer Cloth
Sand Screen Cloth
Regalvanized Cloth
Fly Screen Cloth
Wire Lath
Office Window Blind Cloth
Fanning Mill Screening

WIRE CHAINS

Made in thirteen sizes
Special Chains made to order for all manufacturing purposes

GALVANIZED NETTING

WIRE ROPE

Derrick and Hoist Ropes
Hay Fork Rope
House Moving Rope
Sash Cord
Galvanized Strand
Wire Clothes Lines

WIRE STAPLES

Fence, Poultry Netting
Bed, Blind, Electrical
Double Pointed Tacks
Basket Fasteners

PERFORATED SHEET METALS

Zinc, Brass, Copper
Steel, Galvanized Iron

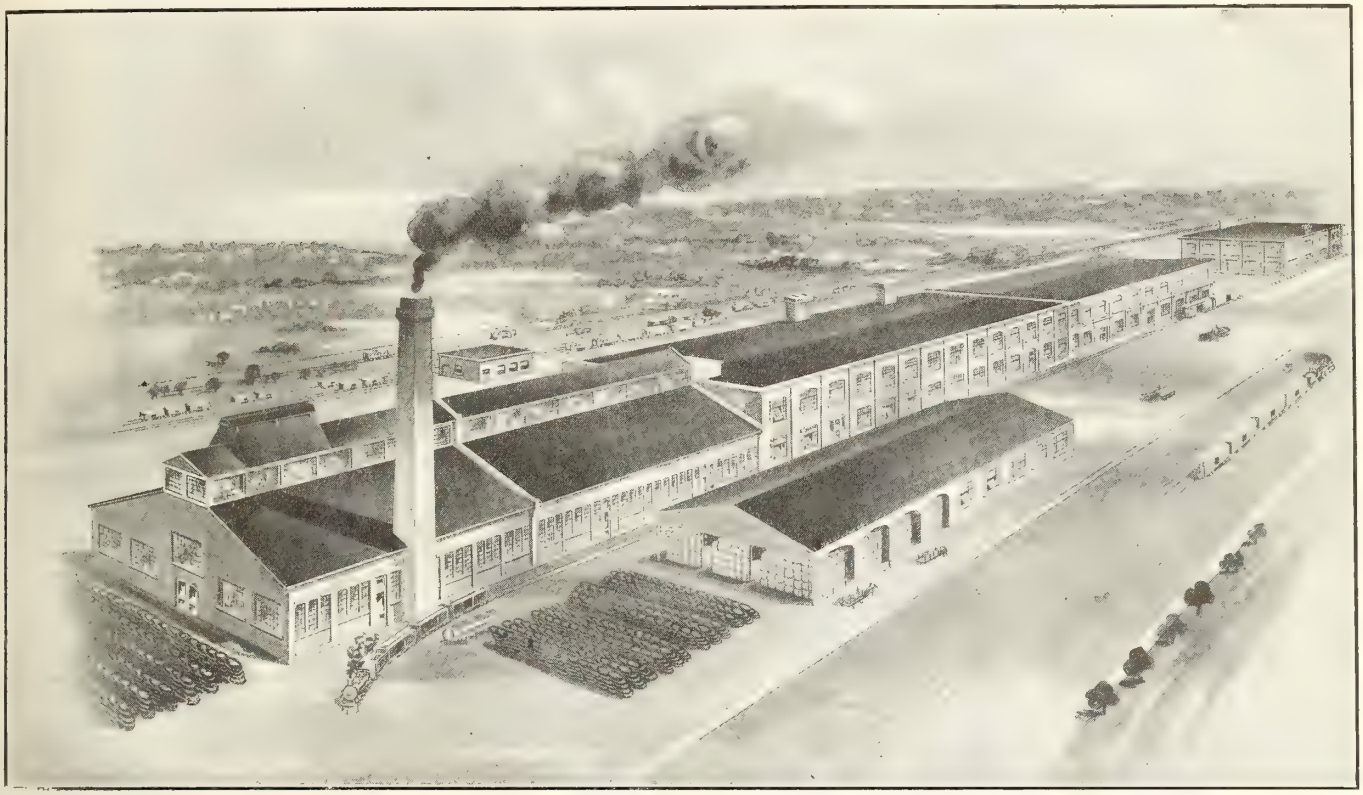
WIRE WORK

Window Guards. Sand, Gravel and Coal Screens. Counter Railing. Wire Door Mats. Foundry Riddles and Brushes.

Hamilton, Ont. **Montreal, Que.**

Laidlaw Bale-Tie Company's New Plant

Erected at Hamilton, Ontario, 1912-1913



Prompt Shipments can be made by G. T. R., C. P. R., T. H. & B. and M. C. R

Our new plant is equipped with the most modern machinery and our wire nails are drawn to regular gauges, having perfect heads and points. Every keg is guaranteed to be full weight.

We are exclusive manufacturers for Canada of the Carnegie Steel Company's Brainard Patent Steel Barrel Hoop for all slack cooperage.

WIRE NAILS, WIRE STAPLES For Ordinary Use And For Poultry Netting.

WIRE BALE TIES, And SPECIAL STEEL BALING WIRE



Send a trial order to-day

Satisfaction is guaranteed

The Laidlaw Bail-Tie Co., Limited, Hamilton, Ont.

Geo. W. Laidlaw, Vancouver, B.C.

Harry F. Moulden & Son, Winnipeg, Man.



How Much of Your Net Profit Do You Get?

YOUR success is determined, not by the volume of your sales, but by the net profit you actually receive. Losses caused by carelessness, mistakes, forgotten charges and temptation must be paid for out of net profit—you have just that much less for your family, your future and yourself.

A modern **National Cash Register** stops losses and increases trade and profits. It shows how much money should be in your cash drawer and how many sales were made by each clerk. It records all charges, bills paid and money received on account.

It insures your getting that part of every dollar which rightfully belongs to you as a fair return on your labor and investment.

Write for further information

The National Cash Register Company

285 Yonge Street, TORONTO **Canadian Factory: TORONTO**

There is Only One Place for Paint Oils

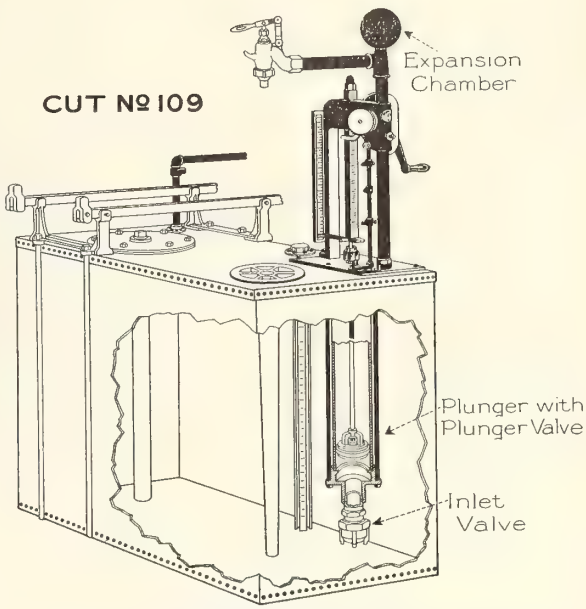
Paint oils should be either in your customer's can or in your storage container. Where is yours?

If you are using the original barrels for storage purposes, faucet tin containers or molasses gate equipped tanks, the greater share of your profit is on the floor or in gummed-up funnels, containers, etc. At any rate, this lost profit is not in your cash drawer where it belongs.

Do away with these real money losses by installing a

Bowser Standard Safe Oil Storage System

Here your paint oils are as safe as your cash in bank Every drop you buy is recorded as it is sold—No guess work about this.



"Illustration shows interior view of a Bowser paint oil unit. Note fill, return and gauge stick tubes are 1" below suction. This hermetically seals these tubes in oil."

AS GOOD AS AN INSURANCE POLICY

A Bowser System cannot explode—Over a million satisfied users and not a fire or explosion traceable, directly or indirectly, to their use. Why? Because they are built to conform to that measure of safety prescribed by the National Board of Fire Underwriters. This is the last word on Safety.

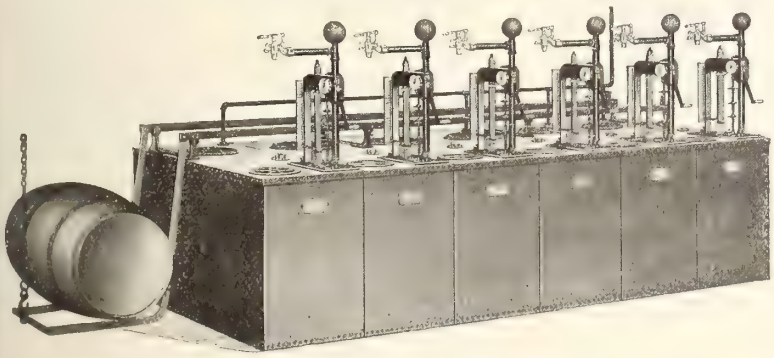
PACKED AND CRATED READY FOR YOUR IMMEDIATE USE

All styles and sizes, single units, to the largest battery formations, made in standard equipment to meet your actual needs and to fit your purse. Installation is an easy matter—Any workman can put them in by following our clear, simple directions.

A BANK FOR YOUR LIQUID MONEY

Isn't this a solution of this perplexing paint oil storage problem? A Bowser equipment is a tireless iron clerk, whose wages are paid only once in a lifetime. It works twenty-four hours out of the twenty-four for a generation or more.

Its work of recording *all* the oil you sell with what you buy determines your profit to the penny. It is as accurate as your bank statement and is obtainable at any moment in the day.



"A collection of Bowser paint oil units Cut 109 in battery formation. This permits the storing and distributing of a variety of oils, saving much handling and a large percentage of floor space."

Write for illustrated booklet, telling more about this interesting subject. It is mailed free upon request

S. F. BOWSER & CO., INC.

66-68 Frazer Ave.

TORONTO, ONT., CANADA

Made by Canadian Workmen and sold by Canadian Salesmen

32 Victoria St., S.W. London

5 Rue Denis-Poisson Paris

Johannesburg Mexico City Buenos Aires Porto Rico

Original Patentees and manufacturers of standard, self measuring, hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.

Established 1885

"Tarbox Brand, Toronto"

Chemically Treated Dry Dusting Mops and Cloths

These goods are strictly Canadian made, carrying the guarantee of the "Tarbox Brand," and while we purpose supplying the same styles in our "Ocedarine" (oil) treatment (with retreatments in cans), these goods are *Chemically Treated* to pick up and hold dust *until washed out* with Hot Water and Soap, as hot as the hands will stand, by which none of its properties are removed. So long as the fabric lasts, the absorbing and polishing qualities are retained.



Dustless Dust Cloths

No. 1 Size, Retail .25
No. 1½ " " .35
No. 2 " " .45

Size numbers indicate yards in each.



Flat Mops

used in any stick for dusting — not as wet mop.

No. 01 Retail .50
No. 02 " .75



Price 25c

Muffled Mop Sticks

New Idea

Made safe by felt pad.
No. 2, 5-ft. Handle 5½-in. Head
No. 8, 5-ft. Handle 6-in. Head

Heads, stamped steel; smooth handles.

Round (Yacht Style) Mops

Made over a threaded handle receptacle. Sold separately
No. 03 retail .50
No. 04, larger, retail .75
Threaded handles, 5 foot lengths .25





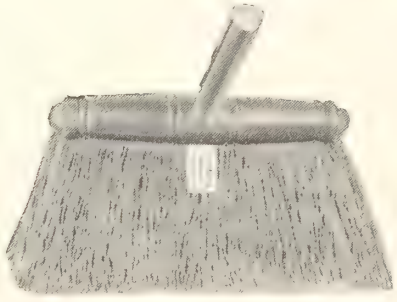
Circular Dry Dusting Mops

with nice smooth 4 foot handle
Retail $1.00



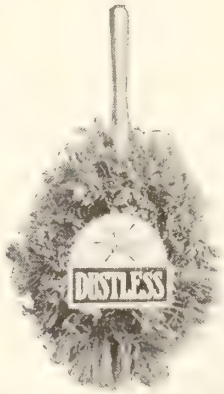
Triangular Mop

One fourth larger than the circular style with 4 foot handle
Retail $1.25



Dustless Floor Polisher

Made safe from marring room or furniture.
No.1, 10-in. head, $1.50. No.2, 14-in. head, $2.00.



Handle Duster, $1.00

Crank Mop (Slip Over) Hood

This original design is a sure winner.



The Mop may be used "regardless" as a wet mop—dried and the Hood slipped on—fastened with Dome Fastener—and you have the Dry Chemical Duster and the best Floor Polisher out. **Price $1.00**

All jobbers handling our goods can quote attractive discounts off the retail prices

(New Catalogue in Preparation). **Address:**

Tarbox Brothers, Toronto, Ontario

B. & S. H. THOMPSON & CO., LIMITED

Toronto **Montreal** **Winnipeg**

SOLE AGENTS IN CANADA FOR

United States Steel Products Co., Sheet Steel & Tin Plate Dept	New York	Sheet Steel and Tinplate for all purposes.
Verband Deutscher Zinkwalzwerke	Berlin	Sheet Zinc.
Stora Kopparbergs Bergslags Aktiebolag	Falun	Swedish Tool Steel & Anvils.
Guest, Keen & Nettlefolds, Ltd.	Birmingham	Cotter Pins, Screw Hooks, Bright Wire Goods.
Beer Sondheimer & Co.	New York	Spelter and other ingot metals.
Doulton & Co., Limited	London	Architectural Terra Cotta and Sanitary Ware.
Bath & Portland Stone Firms, Ltd.	Bath	Bath and Portland Stone.
Walton Gooddy & Cripps, Ltd.	London	Marble.
Associated Portland Cement Mfrs. (1900) Ltd.	London	Portland Cement, Keene's Cement Whiting.
Emile Regniers & Co.	Charleroi	Belgian Window Glass.
Chance Bros. & Co., Ltd.	Birmingham	Muffled, Figured, Rolled, Cathedral and Rolled Plate.
Pennsylvania Wire Glass Co.	Philadelphia	Wired Glass.
Foster, Blackett & Wilson, Ltd.	Newcastle	Lead Products.
Lindgens & Sohne	Mulheim	Zinc and Lead Products.
Hull Oil Mfg. Co., Ltd.	Hull	Seed Oils.
Chance & Hunt, Limited	Birmingham	Heavy Chemicals.
Estrine & Co.	Marseilles	Heavy Chemicals.

In addition to the above lines we handle Brass and Copper Sheets and Tubing, Pig Iron, Pig Lead, Cast Iron Soil Pipe, Water Pipe, Soft Swedish Iron, Chain, Nitrate of Lead, Salammoniac, Gold Leaf, Metal Leaf, Heavy Chemicals.

We Solicit Your Enquiries

SALES-PRODUCING ADVERTISING

is the dealer's strongest ally. We employ it constantly and extensively. This year's advertising campaign for

"PEASE" FURNACES and BOILERS

is just commencing. It is bigger, stronger and most original. This Spring and Summer campaign will attract customers to your store, filled with the desire to know more about "PEASE" Heating Systems. With the customer at your store and the "Goods" and guarantee to show him, there will be no difficulty in completing the sale.

In all this we are co-operating with you to the best of our ability—advertising—creating the demand and guaranteeing the goods you sell. In return, we ask your assistance in one way, and that is that you will

Place your order early

and so avoid congestion in the Fall, which always results in delayed orders.

PEASE FOUNDRY CO.

LIMITED

Toronto Winnipeg Brampton Vancouver Hamilton Montreal

803



The Enterprise Monarch Steel Range

In these days of keen competition when prices are cut very fine, the aim of every wide-awake dealer is to secure a line of goods not only better than his competitors but one that is different—a line that has all the advantages the others have—and more.

ENTERPRISE goods possess all the features necessary to enable you to build up your stove business on a solid and profitable basis. They have quality which is the prime necessity—the goods are thoroughly well made, beautifully finished and up-to-date in design and construction —**but they have more,** they are **distinctive**—they do not follow along the beaten track of other stoves—but possess features which no others have.

Just look, for instance, at the **ENTERPRISE MONARCH** shown above. Is it not a good looking stove, and doesn't it possess features that put it ahead of all others?

What other stove that you know of has any of the following features :—

Full length removable towel rod on closet.	Front end hearth.
Removable side shelves on closet.	Glass oven door.
Thermometer guide on closet door.	Polished nickel cast ovenrack.
Solid cast nickel closet end.	Enterprise heat economizer.
Patent controller damper.	Aluminized oven and painted fire box

You know as well as we do that these little features which save time and labor for the housewife are the little things that appeal to her, and therefore **they make easy sales for you.**

Write for our Catalog to-day

THE ENTERPRISE FOUNDRY COMPANY

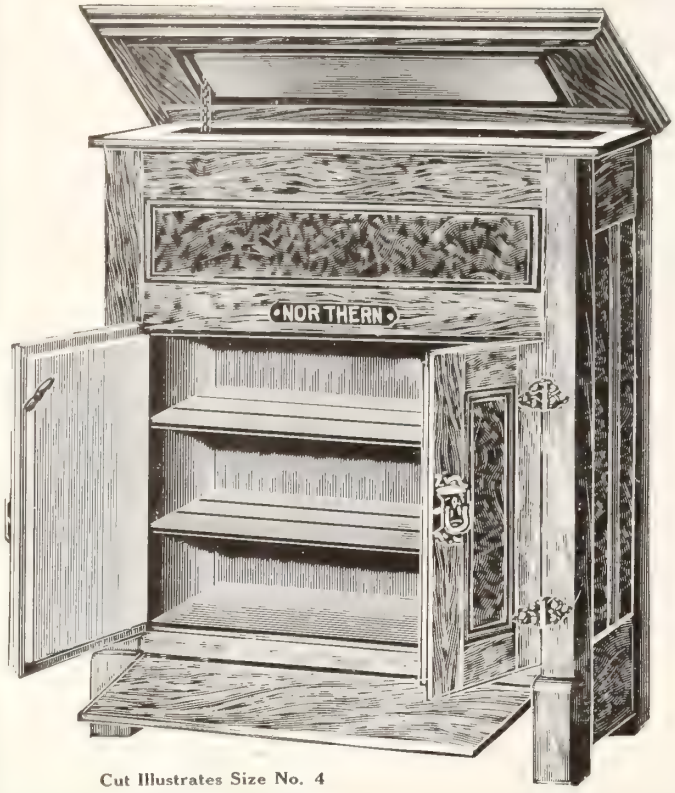
Manufacturers of High-Grade Stoves, Furnaces and Fire Place Fittings

Head Office and Factory: **SACKVILLE, N.B.**

Distributing Agencies:

W. T. McARTHUR & CO. Vancouver, B.C.	**RACE HUNT & GIDDY** Edmonton, Alta.	**REYNOLDS & JACKSON** Calgary, Alta.	**ENTERPRISE HARDWARE CO.** Saskatoon, Sask.

THE NORTHERN REFRIGERATOR



Cut Illustrates Size No. 4

Dry Cold Air Principle

No interior sweating—Keeps food sweet and fresh with the least possible consumption of ice.

Made from well seasoned hardwood in natural antique finish.

New style swing base—Patent drip valve—Improved galvanized iron shelves—Raised panels Fancy brass locks and hinges—Self retaining casters, etc.--Splendid value.

Write for prices and descriptive circular and order early to insure prompt delivery

Made in three sizes: Nos. 1 and 2 with Single Doors
No. 4 with Double Doors

The Thos. Davidson Mfg. Co.
Limited

Montreal Toronto Winnipeg

The Arrows Hit the Points



(1) Inside "WARP PROOF" Steel Ring.
(2) Inside Surface and Bottom, Corrugated in Centre only.
(3) Leg Socket—Bolted through Tub, Leg and Socket (not leg only).
(4) The treating of Entire Inside with our Special Filler.

FOUR

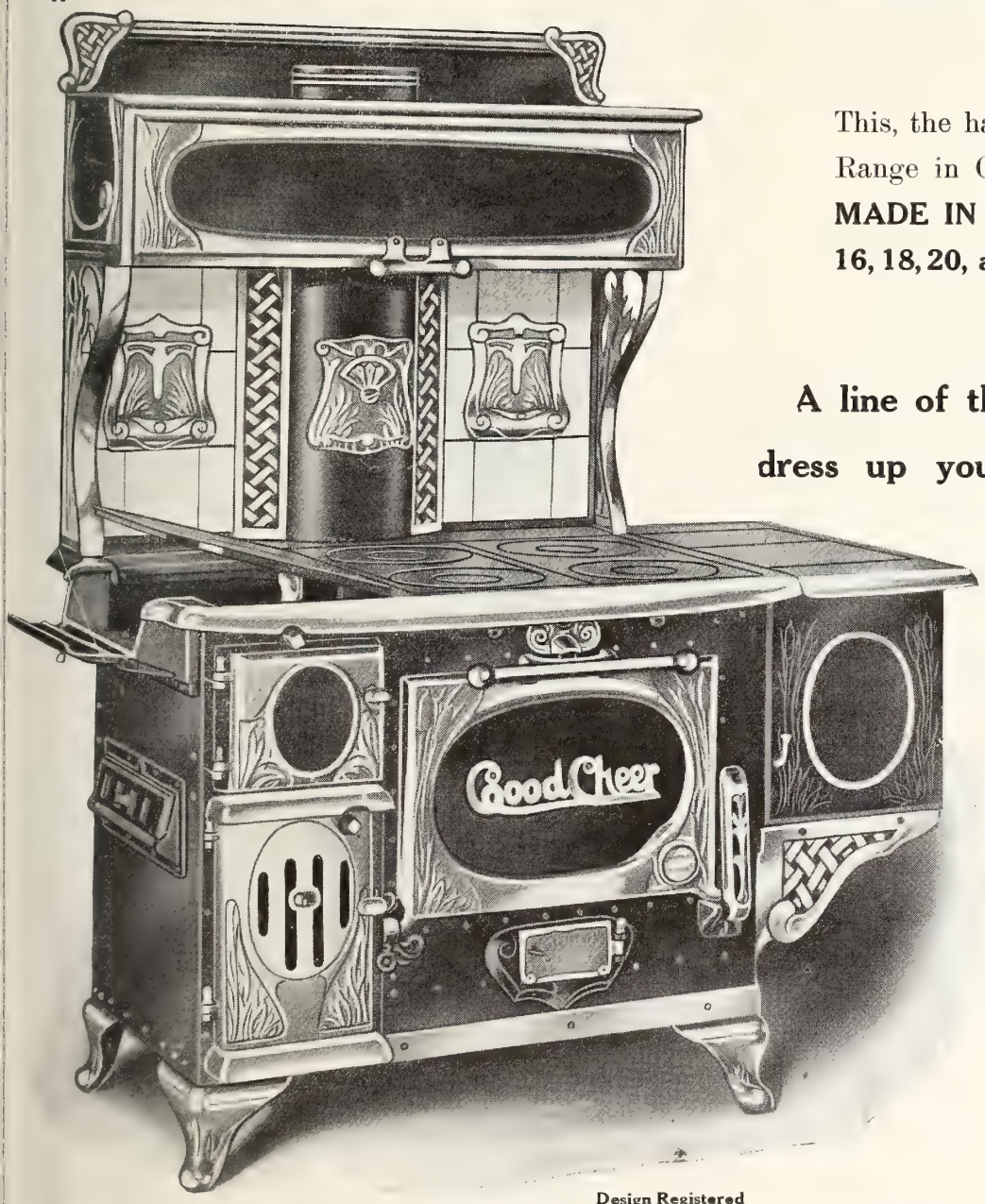
Distinct Commanding Features that keep a Tub WATERTIGHT. Add years to the life of a WASHING MACHINE and are recognized by Satisfied Users Everywhere.

Agents:—**W. L. Haldimand & Son, Montreal**
H. F. Moulden & Son, Winnipeg

Makers:

Cummer-Dowswell, Limited, Hamilton

"GOOD CHEER"
STEEL RANGES



Design Registered

This, the handsomest Steel Range in Canada, is now **MADE IN FOUR SIZES: 16, 18, 20, and 21 in. ovens**

A line of these Ranges will dress up your store beyond anything you can picture, and will create a rapid selling proposition, the assortment of sizes covering all possible requirements

JUST ONE RANGE TO TALK—ISN'T THAT ALONE WORTH WHILE?

The JAMES STEWART MFG. CO., Limited
WOODSTOCK, ONTARIO

Western Branch **156 Lombard St., Winnipeg**

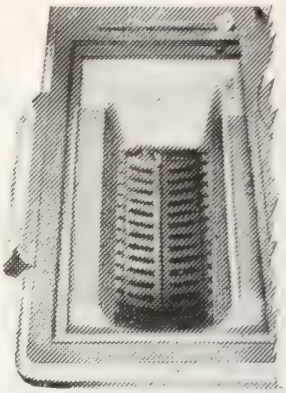


Showing Construction of Silver King.

Special Features

all our own

The Aerated Fire Box
The Coppered Steel Oven
The Ash Pit Check
The Lower Warming Drawer
The Reversible Fire Linings
The Round Cornered Flues



A Perfect Fire Box that consumes all the Gas.

A CUSTOMER replying to last month's ad. in this Journal enquired what we meant by saying the Silver King could be **sold at your own price.** To make this point clear to all, we wish to say you can price this Range, showing a fair profit, regardless of what your competitors are selling other ranges at. If you have our Agency you are beyond competition.

COPP STOVE CO., LIMITED

FORT WILLIAM WINNIPEG

The Empire Line

The Most Popular Cast Range on the Market

Empire Queen

Four sizes—8-18, 8-20, 9-18, 9-20. Made square or extended. Tea shelf, high shelf, or plain or tile high closet. Black or full nickel.

Made by

Canadian Heating & Ventilating Co., Limited

Owen Sound, Ont.

Vancouver Winnipeg



McClary's
1913 Gas Ranges

are silent salesmen. Their inherent merit is a continuous recommendation to the purchaser to visit your store again. They *satisfy* the customer who demands *the best.*

McClary's stands for quality. These gas ranges are economical and sanitary—models of compactness with large cooking capacity. The black enamel finish, rust proof ovens and white enamel parts appeal at once to the discriminating buyer.

Write for Catalogue.



Style E.S.—No. 256. For Natural or Manufactured Gas.

McClary's

St. John Montreal Winnipeg Calgary Vancouver Saskatoon Toronto Hamilton Edmonton

"McCLARY'S" IS A QUALITY NAME

From Stock or for Import

METALS — Antimony, Copper, Tin, Lead, Zinc, Aluminum

PIG IRON

SHEET METALS — Black, Polished, Galvanized, Tinplates, Canada Plates

IRON AND STEEL — Bands, Hoops, Bars, Plates

M. & L. Samuel, Benjamin & Co.

Cor. King St. & Spadina Avenue, Toronto

Iron

Steel

THE STEEL COMPANY OF CANADA, LIMITED

Book Your Orders Now for Spring Delivery

Putty
White Lead
Stove Bolts
Iron Nuts
Eye Bolts
Stove Rods
Iron Rivets
Washers

WE CARRY A LARGE STOCK OF

Stove Scrapers
Stove Pins
Stove Pipe Wire
Stove Pipe Eyes
Machine Screws & Nuts
Cotter Pins
Mica Nuts
Pig Iron

DISTRICT SALES OFFICES AT

HAMILTON TORONTO MONTREAL WINNIPEG

Nails

Wire



¶ Here are real money-making reasons why the GURNEY-OXFORD line should be featured as your leading Agency:

¶ "Everything for Heating and Cooking"—When you are the GURNEY-OXFORD Agent, you can supply anything required under one trade mark.

¶ Standardized parts, backed by the most efficient repair organization in the world,—we enable you to talk good service and *give it.*

¶ Our aluminum system of patterns means that our repair parts will always fit.

¶ Standardized Warming Closets and High Shelves mean a minimum of stock for you to carry.

¶ The stoves are described on pages 5-13 of our catalogue (have you got a copy of it?). We put these features on *all* our ranges, so it is *easy* to get selling efficiency in your store. When the salesman knows these features, he knows the line. *We've standardized selling features.*

¶ The trade mark GURNEY-OXFORD is nationally advertized. You would refuse to handle an unknown line of paint—The GURNEY-OXFORD dealer has thousands of dollars worth of strong news- paper advertising back of him.

¶ We advertise for you, Locally, over your own name, in your own paper, if you in turn co-operate with us and push the line.

¶ We'll do special promotion work, covering circular letters, demonstrations, window dress, etc., for the man who appreciates this help and works with us.

¶ We carry large stocks in all big Canadian business centres.

¶ We'll give you exclusive territory, and we sell the legitimate trade only,—and we help you fight the catalog houses.

¶ Add it all up:—The best line.
The line of great variety.
National advertising under one trade mark.
REAL Co-operation.
The convenient line to carry, know and sell.
Exclusive territory.
A square deal.

¶ These are the reasons why our dealers do a growing business. Drop us a card for more particulars. Address it to our nearest branch house.

The Gurney Foundry Co., Limited, Toronto

Montreal Hamilton Winnipeg Calgary Vancouver



Duplex Double-Acting Power Pumps

3 to 60 gallons per minute capacity.

Deep Well Power Heads

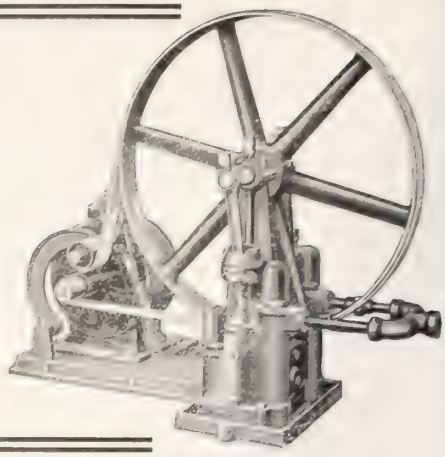
6", 8", and 12" Strokes

All pump parts are made to gauges, jigs and templates, and are interchangeable. Especially desirable where quiet running and low cost of operation are essential.

DAYTON WATER SYSTEMS

We desire trade arrangements with responsible dealers. Catalog on request

The Dayton Pump & Mfg. Company, Dayton, Ohio, U.S.A.



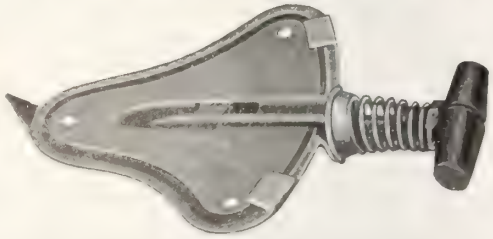
STOVER'S "IDEAL" HARDWARE

Before you place your next order for the following hardware, investigate the merits of Stover's Ideal Hardware. It's the best.

Dampers	Latches	Mop Sticks
Stove Pipe Registers	House Numbers	Harness Hooks
Pokers and Lifters	Waffle Irons	Screen Door Hinges
Furnace Pulleys	Griddles	Double-Acting Hinges
Lamp Brackets	Ice Shaves and Picks	And scores of other
Saw Vises	Lemon Squeezers	staple goods

STOVER MFG. CO.

732 East St. - - - FREEPORT, ILL.



This Clip is made of steel, corrugated at edge to prevent warping. Does not break and does not require rivets. We make 12 styles.

Black Jack

Sold by all Jobbers



3/4 lb. tins
3 doz. in case

Quick Clean Handy

Flat Rolled Steel

"BEST BRIGHT FINISH"

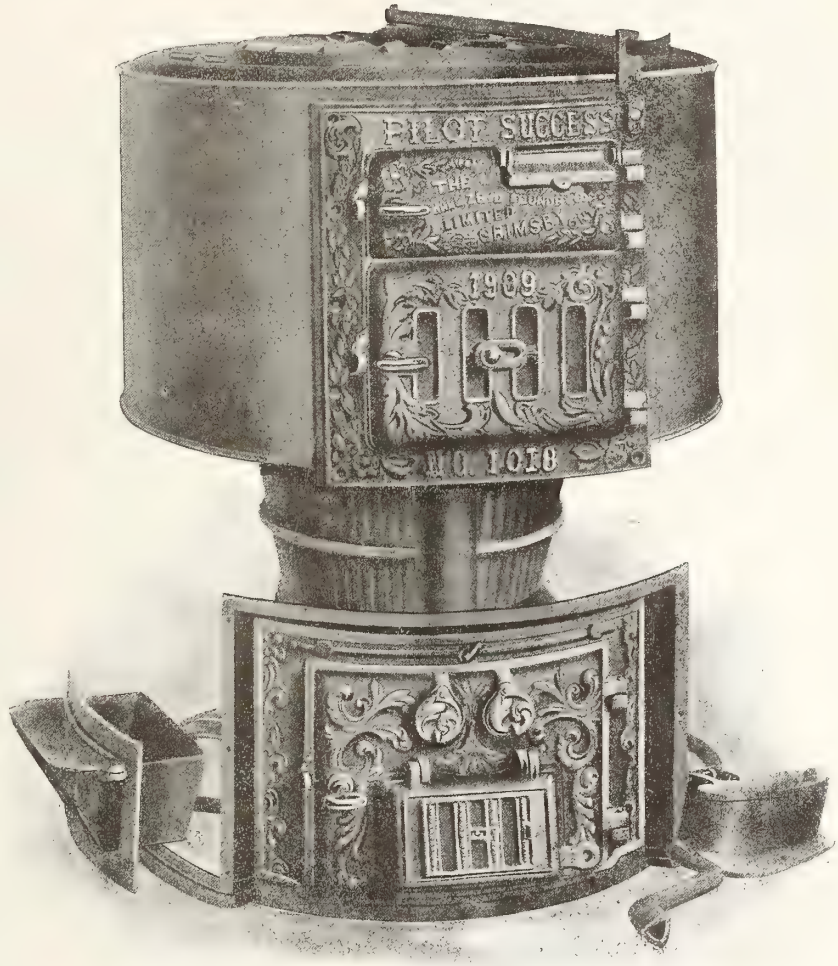
Just the stock for nickel plating, stove rings, facings, corner pieces All widths, thickness and tempers

Send for Illustrated Booklet

United States Steel Products Co.

MONTREAL, QUE.

THE PILOT LINE



PILOT SUCCESS FURNACE

A Trade Winner for you, Mr. Dealer. Get full particulars about its great saving qualities, the good profits, satisfied customers, etc.

Before you make your 1913 decision
Write us at once! To-day!

THE HALL, ZRYD FOUNDRY CO., LIMITED

Winnipeg Branch:
288 Princess Street

Western Agencies:

Hespeler, Ont.

Reynolds & Jackson, Calgary, Alta.; W. E. Sault, Edmonton, Alta.



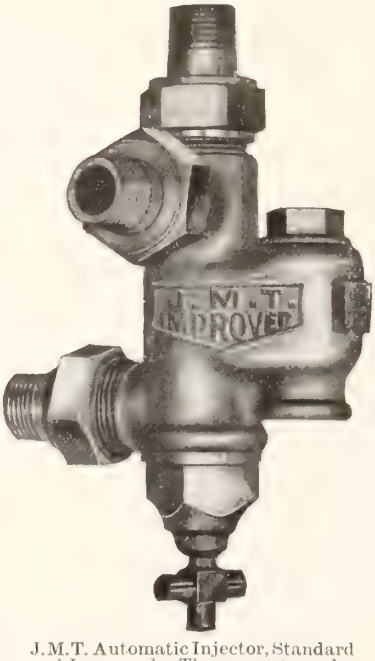
THIS WASHER
Appeals to Women

because of the recent improved features that make it the most efficient and convenient washer sold at the price.

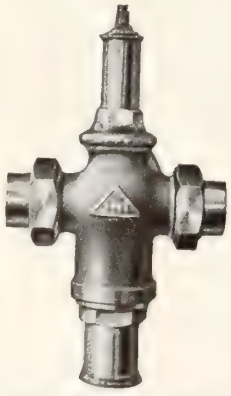
CONNOR
Ball Bearing Washer

will make your washing machine dept. a success and a big dividend earner. Many progressive dealers have doubled their washing machine sales since taking hold of the Connor Ball Bearing Washer. You can do equally as well. Drop a card for our new catalog.

J. H. Connor & Son, Ltd., Ottawa, Ont.



J.M.T. Automatic Injector, Standard and Improved. They operate under the greatest range of steam pressures (20 lbs. to 220 lbs.).



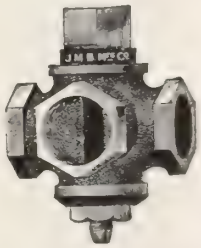
J.M.T. Reducing Valve, for service where a uniform low pressure is required of a high steam pressure supply regardless of variations.



J.M.T. Valve. The valve for durable service



Standard Lubricator or "Tallow Cup"



Three way Brass Steam Cock

TRADE MARK J.M.T. REGISTERED A GUARANTEE OF QUALITY

J.M.T. Steam Goods

are built to give the maximum **Efficiency, Reliability and Service,** at the lowest possible cost for *true economy.*

The dealer is thus assured a good margin of profit, and his customers *absolute satisfaction.*

The J.M.T. guarantee is your protection.

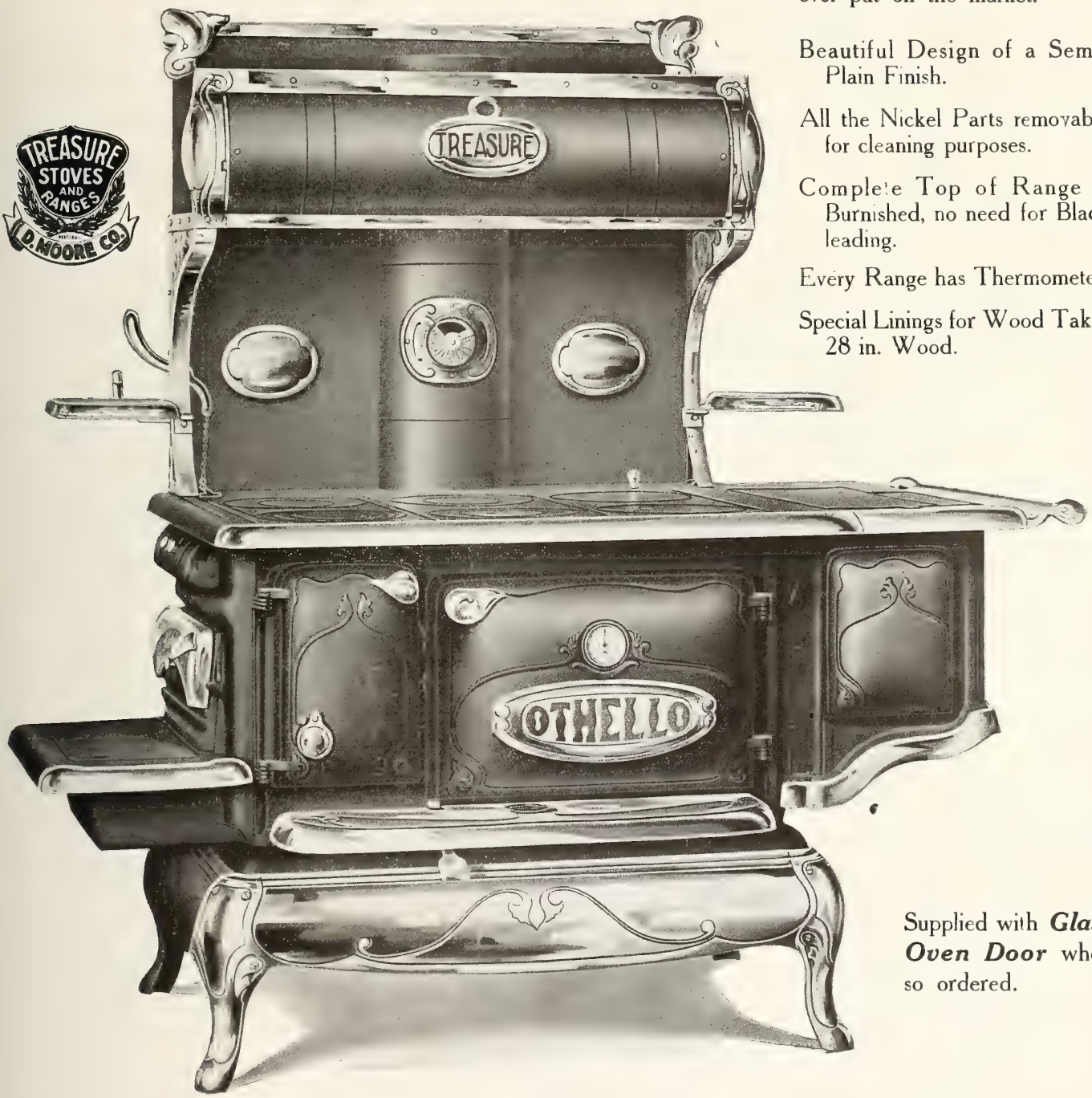
Your investigation will justify our claims.
Write to-day for catalog and trade discounts.

The James Morrison Brass Mfg. Co., Limited
93-97 Adelaide Street, West, Toronto

"OTHELLO" TREASURE

The Wonder Worker

The latest production in Cast Iron Ranges on the Canadian Market. It is a Wonder Worker, and will keep a fire for days without replenishing the fire, and will save the price of the Range in fuel. The most wonderful Baker ever put on the market.



Beautiful Design of a Semi-Plain Finish.

All the Nickel Parts removable for cleaning purposes.

Complete Top of Range is Burnished, no need for Black leading.

Every Range has Thermometer.

Special Linings for Wood Takes 28 in. Wood.

Supplied with ***Glass Oven Door*** when so ordered.

The Wonder Baker

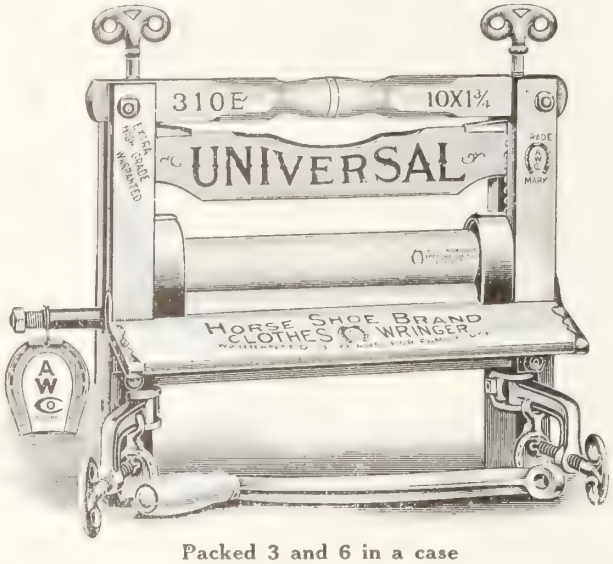
No. 9-21 has 6-9 in. Holes, Oven 22 x 20 x 13, Firebox holds 30 lb. Coal, large Ash Pan and Reservoir, Patent Device for lifting the Front Covers for Broiling, Toasting or Putting in Fuel.

Manufactured by **The D. MOORE COMPANY LTD.,** **Hamilton Canada**

Agencies—MERRICK-ANDERSON CO., Winnipeg, Man. JOHN BURNS, Vancouver, B.C.

NEW LINE

UNIVERSAL CLOTHES WRINGERS



Packed 3 and 6 in a case

Plain Bearings and Steel Ball Bearings

Spiral Pressure Springs Enclosed Cog Wheels

PLAIN BEARINGS

No. 310E - - - - Rolls, 10x1¾ inches
No. 311E - - - - Rolls, 11x1¾ inches

STEEL BALL BEARINGS

No. 317E - - - - Rolls, 10x1¾ inches
No. 318E - - - - Rolls, 11x1¾ inches

SAME STYLE MADE IN FOLDING BENCH.

Send for Catalog (T).

THE AMERICAN WRINGER COMPANY

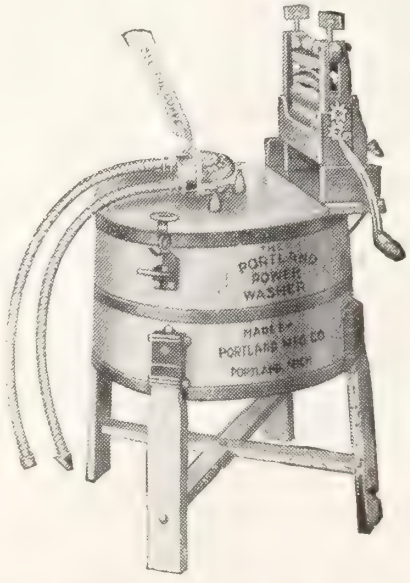
99 CHAMBERS STREET, NEW YORK, U.S.A.

The Portland Power Washer

Requires only 18 to 20 lbs. Pressure to drive the direct drive motor

No gearing, hence no friction or lost motion. No oiling and a price within reach of all.

No outside gears, belts or chains to endanger childrens' lives.



A washer that is easy to sell and one which *stays* sold.

Last but not least—it is a profit maker.

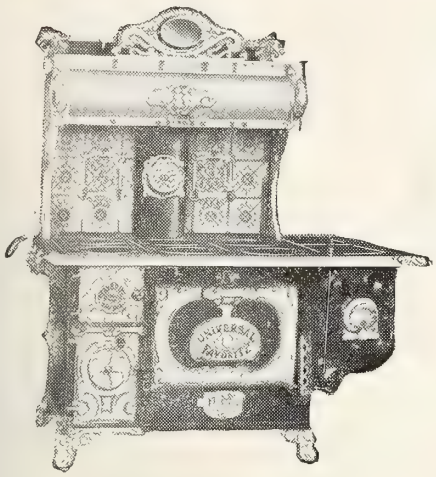
IMMEDIATE SHIPMENTS

FROM STOCK

Henderson & Richardson Board of Trade Building Montreal

Sole Canadian Agents for PORTLAND MFG. CO., Portland, Mich.

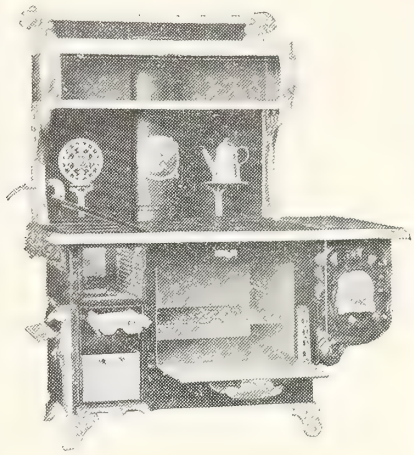
Largest Manufacturers of Washing Machines in the World



During 1912

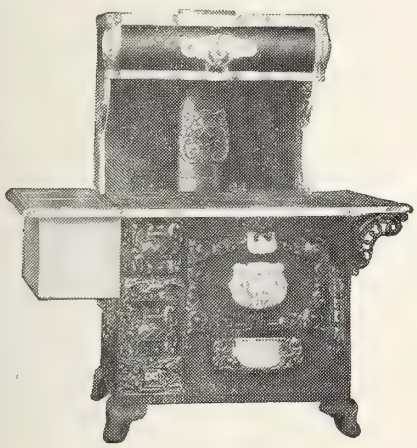
DEALERS WHO HANDLED

Favorite Stoves and Ranges

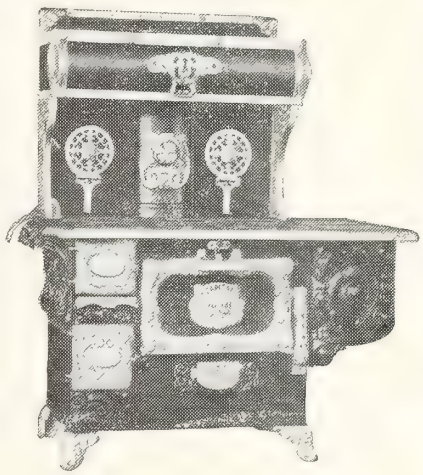


had no trouble with their stove business.

Every stove and range stayed sold and gave satisfaction. The reason for this was that Findlay's are stove specialists and give close attention to what some manufacturers might consider trifling details.

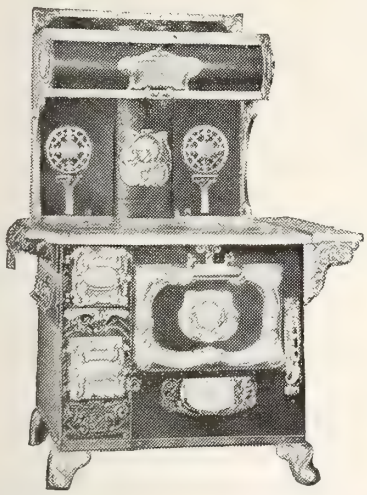


It goes without saying that a stove or range must have a good appearance to sell, but this is not all. It must also be right in construction. The joints must be tight and well fitted, and the castings smooth and true.



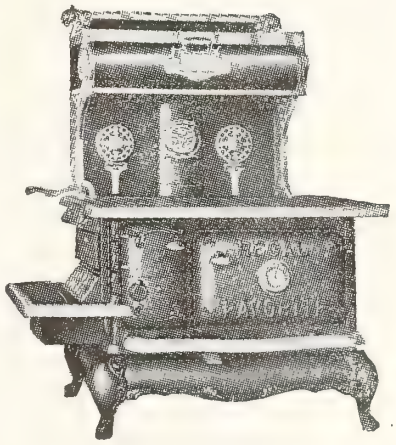
This is where FINDLAY'S FAVORITE LINE is strong.

If your stove trade was not satisfactory last year write us and we will help you to make your stove trade for this year a paying proposition.



Our Line is Complete

If your Spring trade calls for a High Grade, medium or a light class of cast or steel stoves or ranges, we have them and carry a large stock both at our factory and Winnipeg branch.



FINDLAY BROS. CO., LIMITED

Head Office and Works, CARLETON PLACE, ONT.
Branch House, - - - 260 Princess St., WINNIPEG

Wholesale Jobbers for N. Alberta: **REVILLON WHOLESALE LIMITED, Edmonton**

Distributing Agents: **For So. Alberta, D. V. COPE & CO., Calgary**
For British Columbia, GEO. D. HORSMAN, Vancouver

ANNOUNCEMENT

To The Trade:—

We wish to announce that this Company has purchased the business of Chadwick Bros., Limited.

Additional real estate has been purchased, and plans for new buildings are now under way, which will double the capacity of the plant.

It will be our aim, not only to furnish goods of QUALITY, but give such SERVICE as we trust will warrant placing with us a much larger share of your patronage than in the past.

Catalogues are being prepared which will advise you more fully as to the different styles of goods we are now manufacturing.

Soliciting your correspondence, we are,

Very truly yours,

CHADWICK BRASS COMPANY, Limited.

Henry J. Turner,
Vice.-Pres. and Gen. Man.

Manufacturers of a full line of Brass House Furnishings, Fire Sets, Tea Kettles, Cuspidors, etc., etc.
Send in your name for Catalogue now under preparation.

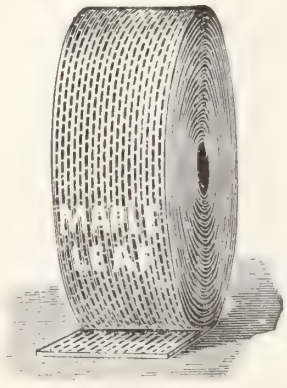
TO THE HARDWARE TRADE

If you are not already doing so, study your own interests and order a stock of

"Maple Leaf" Brand Stitched Cotton Duck Belting

It will give you a better return for the money invested than any other kind of belting.

Get a move on among the factories in your neighbourhood, and you will be convinced of the utility of stocking **"Maple Leaf."**



You should know our jobber's prices. If you don't, write us, and we will be pleased to post you.

"Maple Leaf" is the strongest, truest running, most economical and efficient belt on the market.

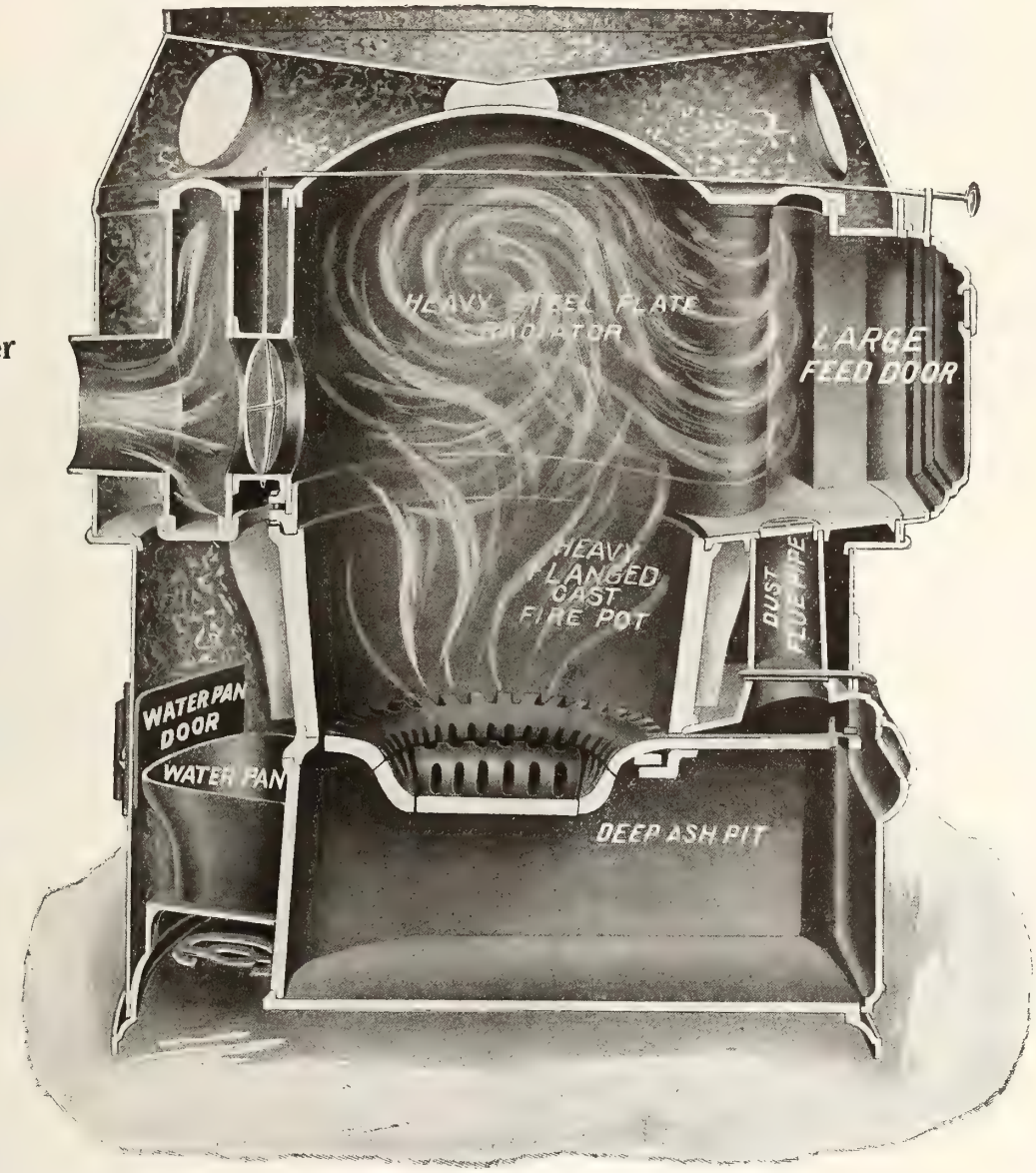
Manufactured only by **Dominion Belting Co., Limited**

HAMILTON, ONTARIO

New Idea Souvenir Furnace

Built Stronger

Uses Less Fuel



Lasts Longer

Gives More Heat

Cross Section View of the New Idea Souvenir

IMPORTANT FEATURES OF THE "NEW IDEA"

Triple Radiating Surfaces—So constructed as to give long fire travel. Heat first strikes top of dome, is thrown to front of furnace and passes each way round the other radiator to smoke outlet.

Large Feed Door—Made specially large to facilitate the passage of fuel, thus eliminating the annoyance of coal spilling, etc. Fitted with smoke flap and full size hot blast guard.

Solid Base and Ash Pit—Cast iron base ensures greater durability than if sheet iron was used. Spacious ash pit with large door and low down water pan.

Duplex Ash Grates—Easily operated and removed through ash pit-door. Special wood grates can be installed or removed instantly through feed door.

Investigate the great possibilities of this line—it will certainly pay you to do so

Hamilton Stove & Heater Co., Limited

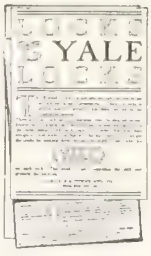
(Successors to Gurney, Tilden & Company, Limited)

Hamilton, Ontario

TILDEN, GURNEY & CO., LTD., Winnipeg, Calgary, Vancouver

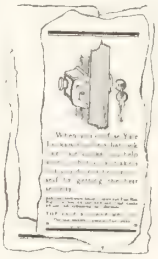
We help you sell YALE PRODUCTS

1ST Magazine Advertising



Month after month our advertising is teaching people to ask for Yale Locks and Hardware. And, while we are teaching them this, we furnish you with—

2ND Newspaper Advertisements



so that those who want Yale Products will know that *you* sell them. And, to strengthen your newspaper ads, we supply you with—

3RD Window Displays



so attractive that they reach out for trade that might otherwise pass by. And, having brought buyers into your store, we help you increase their purchasing power by giving you—

Booklets covering all Yale Products, for distribution over the counter and sending through the mails. This service is free to all who carry Yale Products in stock.

Ask about our Dealers' Advertising Service

Canadian Yale & Towne Ltd.

Makers of Yale Products in Canada; Locks, Padlocks, Builders' Hardware, Door Checks and Chain Hoists

General Offices and Works:
St. Catharines, Ont.

HAMILTON & STOTT

Consulting, Heating and Plumbing Engineers

PLANS AND ESTIMATES MADE FOR CENTRAL HEATING PLANTS



Selling Agents in Canada for the

"VERMONT" LOW DOWN CLOSETS

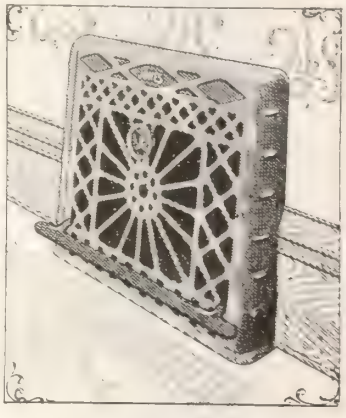
Every outfit guaranteed for three years. Once installed there will be no lost time in fixing ball cocks

We are also successors to the

Jones Register Company

and can promptly fill all orders for

SIDE WALL REGISTERS



Howard Hot Air Furnaces and Howard Hot Water Boilers

Write us for quotations

ST. THOMAS, ONTARIO

Get the local reputation for selling good glass

SELL Consolidated Glass

IT IS BEST TO BUY CONSOLIDATED PLATE GLASS, *first,* because the prices are right; *second,* because you can absolutely rely upon getting prompt shipments. In the majority of cases we can ship orders from stock upon the day they are received.

We carry what we believe to be the largest stock in Canada of plate, sheet, mirror and leaded glass, also an excellent line of decorative glass for builders.

If you haven't our catalogue, write for it. From it you will be able to sell many good orders for fancy glass.

Telephone or write for it.

"Consolidated stands for everything that is good in the glass industry."

The Consolidated Plate Glass Company of Canada, Limited

Montreal
30 St. Sulpice Street

Toronto
241 Spadina Avenue
Telephone: Coll. 8000

Winnipeg
375 Balmoral Street



The House For Quality Paints and Varnishes

Every time you sell Sanderson Pearcy Paints, Varnishes, Oils or Glass you sell *Sanderson Pearcy Quality.* That means that in each instance you sell the highest grade product of its kind possible to produce. This ensures satisfaction and repeat orders.

You also sell goods that net you a *generous profits* and *profits* are what you are interested in.

Write for information about our Special Lines in Paints, Varnishes, Floor Wax, Enamels, Etc.

PROMPT SHIPMENT IS OUR SPECIALTY

Sanderson Pearcy & Co.

Limited

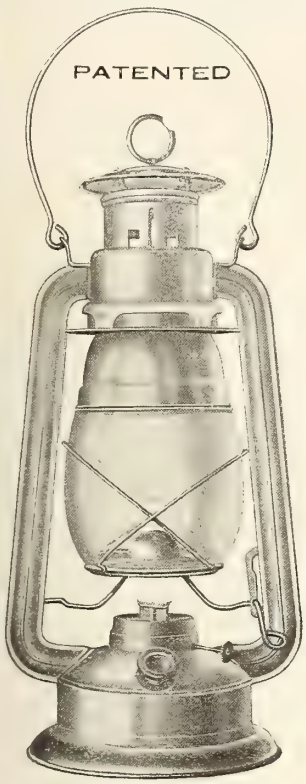
61-63-65 Adelaide Street W. TORONTO

HERE'S A PAGE OF LANTERNS

Showing Five of the Best and Most Modern Types produced in the World.

We can throw light on all your Lantern problems.

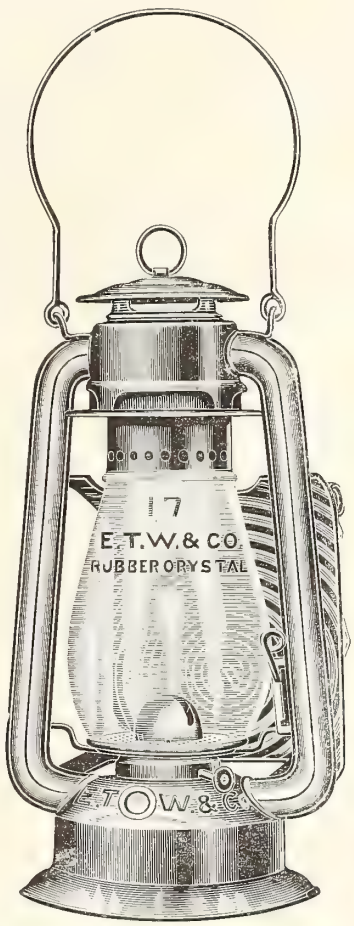
Write us, or place an order with us for sample half-dozen of the kind you want.



No. 3 Short Globe Lantern with ***Bottom Lift, Patented Bail, Dome Well, Automatic Rising Burner Cone,*** and many other original points that single it out as a ***Winner.***



Comet Hot Blast Lanterns: ***Plain Tin, Japanned, All Brass, Nickel Plated*** and with ***Dash Attachment.*** The best value in small Lanterns ever offered to the dealer.



No. 4 Cold Blast Lanterns—Plain Tin, Japanned, with Brass Well, all Brass, with ***Dash Attachments.***



No. 25 Reflector Lanterns. Japanned. With large reflectors and ***Dash Attachments.*** Especially suitable for delivery wagons.

With all the latest features looked for in modern and up-to-date Lanterns.

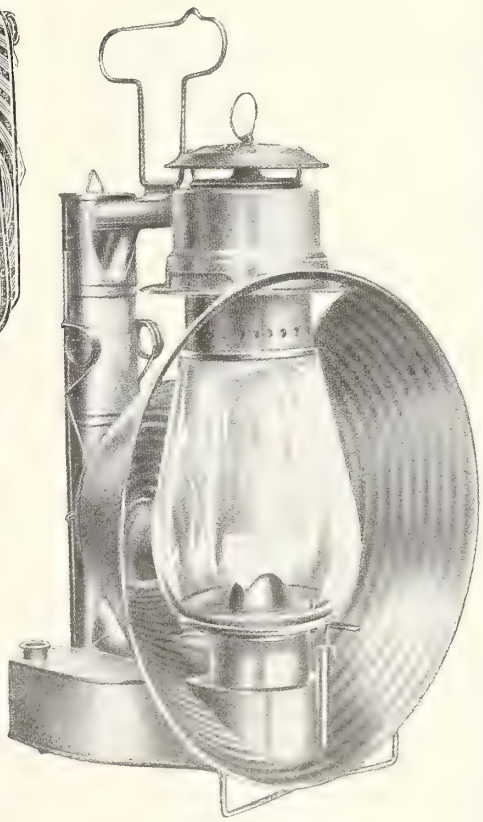
E. T. Wright Company, Limited

HAMILTON : CANADA

Vancouver, Winnipeg, Toronto

Lantern Makers for

1883 30 YEARS 1913



No. 20 Searchlights. With extra large well, and large reflecting hoods. Used wherever a brilliant powerful light is wanted.



Quality Counts—

But Counts DOUBLY When Price is Right

When you can say to your customer, "This bit is the best you can buy and the price is right," you make a satisfactory sale.

Dealers who handle **TOBIN HIGH SPEED BITS** know this. Send an order for them, they are business makers. We will send a sample FREE to any dealer

Tobin Arms Mfg. Co., Ltd., Woodstock, Ontario

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863 INCORPORATED 1895

Twelve Medals of Award at INTERNATIONAL Expositions



Special Grand Prize GOLD MEDAL Atlanta, 1895

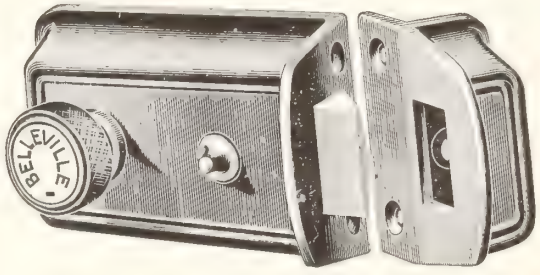
Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.







Do you handle Belleville No. 99 Cylinder Night Latch? If you will ask your jobber for it and compare with any Night Latch on the market at the same price, you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.

HIGH GRADE BUILDERS' HARDWARE

The Kind That Brings Repeat Orders

We manufacture a complete line of guaranteed

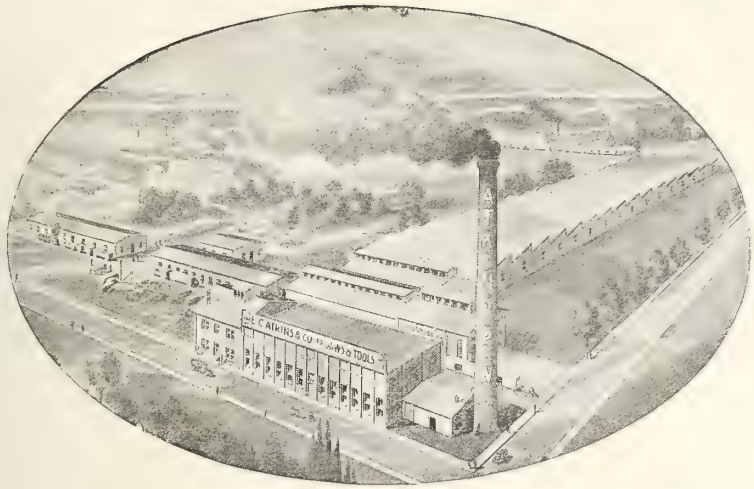
BUTTS HINGES
HASPS STAPLES
NAILS ETC.

and our long established reputation stands behind our guarantee. Send us a trial order and test the selling qualities of our goods.

Write for a Catalogue to-day

COWAN & BRITTON
LIMITED
GANANOQUE, ONTARIO

ATKINS STERLING SAWS



Canada's big Saw Factory. Where ATKINS STERLING SAWS are made. We are wide awake. Our methods are progressive. We manufacture Saws which make good and establish confidence with your best trade. We back this up by a progressive sales co-operation that makes the most money.

Why not specialize on ATKINS STERLING SAWS this Spring. Buy from your usual source, but insist on the genuine article with our name on the blade. If you have any difficulty in getting them in this way, write to us direct.

E. C. ATKINS & CO.

Makers of Sterling Saws

Factory: Hamilton, Ont. **Branch: Vancouver, B.C.**

FILES THAT SELL

The File Winners

American
Arcade
Globe
Great Western
Kearney & Foot

HANDLE "Nicholson-made" Files, which have set the quality standard for the file trade of North America and the world. Each Nicholson-made file is produced from steel of private formula, on special Nicholson-machines, and hardened by a special Nicholson process. Every individual Nicholson-made file is separately tested, and separately inspected at every stage of manufacture.

Nicholson-Made Means Steady Trade

It pays to handle sharp-toothed, keen-cutting Nicholson-made Brands. You keep your trade. Every Nicholson-made File customer is a steady-buyer of the Nicholson-made Brands. Buy through your Jobber, any of the file brands listed above, and if you cannot get them—write us.

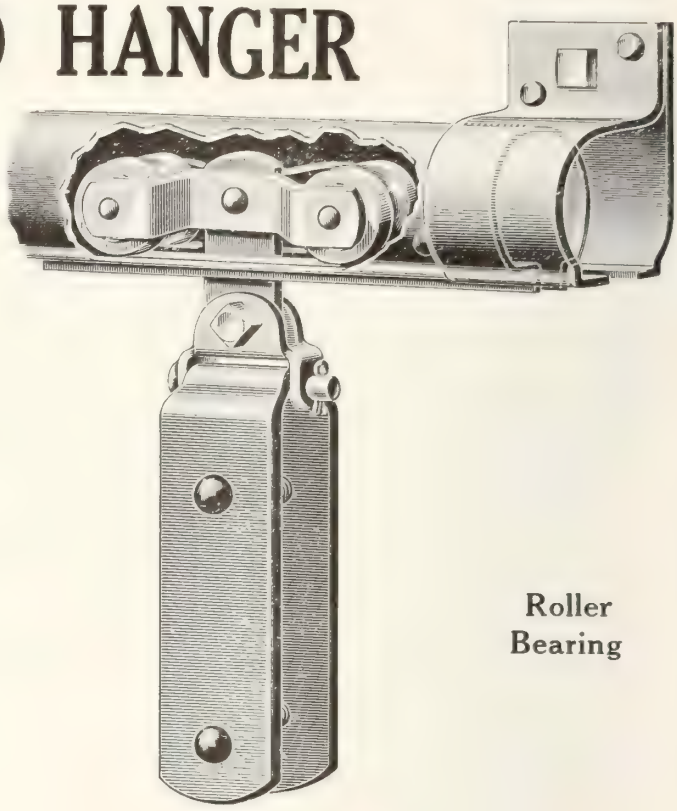
Nicholson File Company

PORT HOPE : CANADA

THE TORPEDO HANGER

This is the Torpedo trolley hanger with the round, enclosed, self-cleaning rail, making the hanger absolutely storm proof, and able to stand an unusual strain. Tandem trucks distribute the weight evenly, and roller bearings make the action swift and noiseless.

Packed—1 pair in a box complete with screws
Rail—In 3 ft. lengths, 8 lengths per bundle



Roller Bearing

Canada Steel Goods Co.,
Hamilton, Ont. Limited

CRESCENT BRAND **Butts and Hinges**

New Era Paint

ensures complete satisfaction

It's the paint that will increase your sales, and make yours a permanent, profitable business.

TRY IT

It is unequalled as a surface cover—resists all weather extremities, and makes an ideal foundation on which to build a successful paint business.

Write for our new catalogue—it will show you the way to increased sales, and bigger profits.

Standard Paint & Varnish Co.
LIMITED
Windsor, Ontario

NOTICE

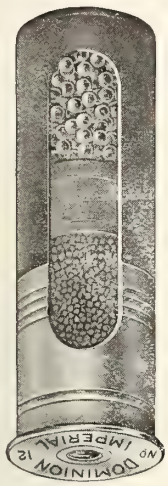
Short Bowl Lantern Globe

I beg to advise prospective purchasers of Lantern Globes that an INDUSTRIAL DESIGN was granted to me by the Dominion Government on a

SHORT BOWL SHAPED LANTERN GLOBE

Pending the decision of the court, any person or company is LIABLE, who purchases or offers for sale a Globe of this design, other than the authorized Globe which is marked "Registered 1912."

JAMES W. MONCUR
Hamilton, Ontario



WHY should every dealer in Canada carry Dominion Cartridge Co.'s Ammunition? Because it is the best on the market to-day and is also backed by our guarantee which insures you against defective goods.



Dominion ammunition is made by Canadian workmen for Canadian Sportsmen.

If you are in doubt buy Dominion Proved and Improved Ammunition and you will make no mistake. Always keep a complete assortment on hand so that at any time you can supply your customer with the load he requires.

At the Trap or in the Field you will find the most successful shooter is using Dominion Ammunition.

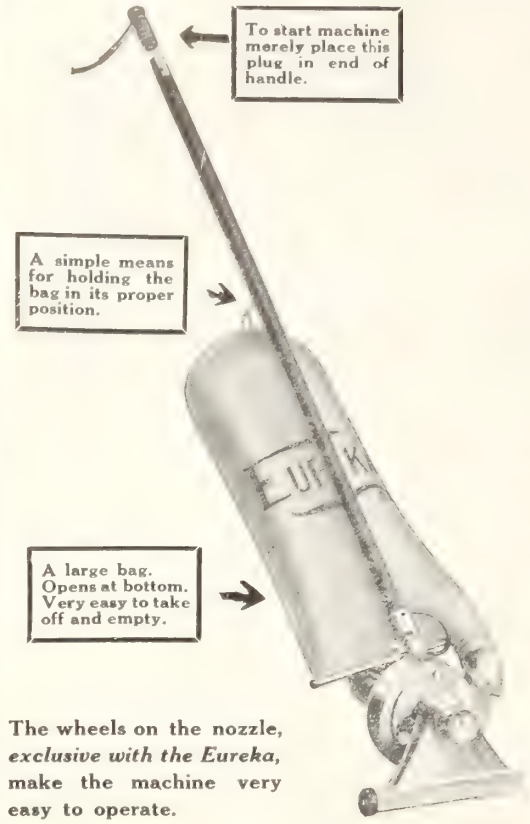


For full Information, Catalogues, Hangers, Etc., write

Dominion Cartridge Co., Limited

Montreal, Canada





The wheels on the nozzle, *exclusive with the Eureka,* make the machine very easy to operate.

THE

"Eureka" Electric Cleaner

Is a Household Necessity not an Expensive Luxury

It contains many distinctive features entirely foreign to the ordinary cleaner. So simple a child can operate. Easily adjusted. The most popular priced and easiest selling electric cleaner on the market.

Only $45.00 Retail Price

To the Hardware Merchant who sells the "Eureka" is insured a ready-made demand for a staple article of recognized merit and definite profit.

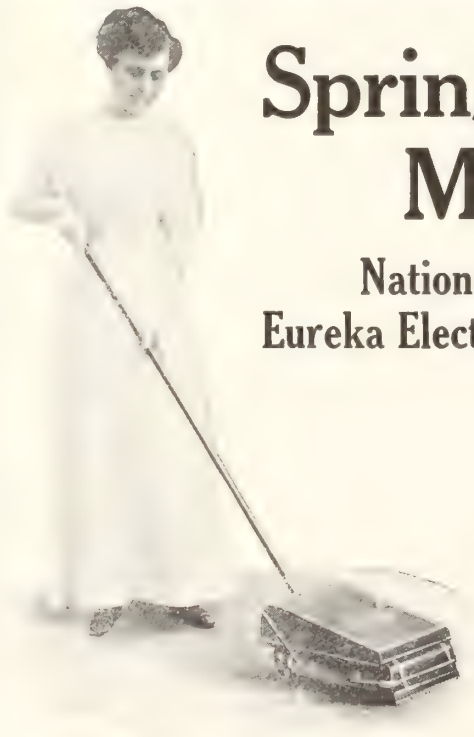
Onward Sliding Furniture Shoes present another profitable line to the Hardware Dealer which he positively cannot afford to overlook. They mark the passing of the old style wheel castor on all kinds of furniture and Metal Beds.

Write for descriptive pamphlets and trade discounts.

Western Agents:
Moncrieff & Endress, Ltd.
Scott Block
Winnipeg

Onward Mfg. Co.
Berlin
RETAIL STORE:
423 Yonge Street, Toronto

Eastern Sales Agents:
Sales Company of Canada, Ltd.
641 West St. Catherine Street
Montreal



Spring Money Makers

National Hand Power Eureka Electric Vacuum Cleaners



Cleans Wall Paper, Calcimine, Fresco, etc. A 25c. Article that will bring repeats.

Write for Circulars and Information.

With new improvements, the most effective, easiest to operate, cheapest hand power cleaner made. Liberal discounts.



Eureka spells perfection in Electric Vacuum Cleaners. Let us tell you why.

Moncrief & Endress Limited : WINNIPEG VANCOUVER



Buy "MEAKINS" when

You Buy

Paint and Varnish Brushes

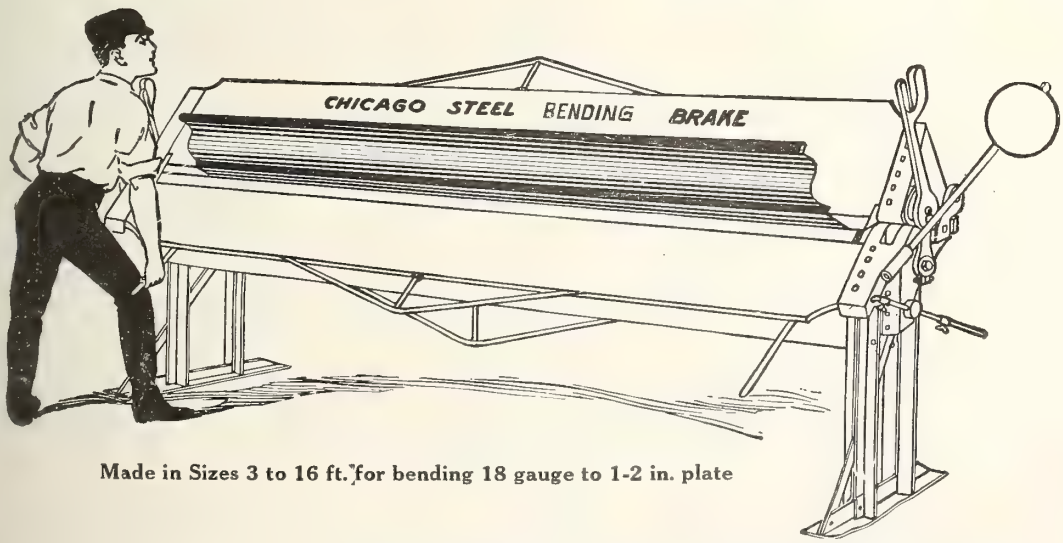
They are always reliable, and they are always the same. They are made by the best male workman, using the latest and most perfect machinery, in an up-to-date factory, built for the purpose. It pays to supply your customers with the best tools—"Meakins" Brushes are the best.

Write for our illustrated catalog

MEAKINS & SONS, LIMITED HAMILTON, ONT.

Warehouses:—Toronto, London, Winnipeg **Meakins Brush Co., Limited, Montreal**

You Need a Steel Brake



Made in Sizes 3 to 16 ft. for bending 18 gauge to 1-2 in. plate

Nearly ten thousand sheet metal working shops are using ***The Chicago Steel Bending Brakes*** much to their advantage.

You should also get some benefit from this invention.

New illustrated catalog explaining details together with price list will be sent you for the asking

The Steel Bending Brake Works LIMITED

Chatham, Ontario

Dealers! this is your chance



Painters' Scaffold or Stage

Here is a line which will enable you to increase your business among the painters and paperhangers in your locality. Get after their custom in dead earnest—you can guarantee this scaffold to withstand the maximum of rough usage.

It is a profitable line for you to sell

Now is the time to place your Spring orders

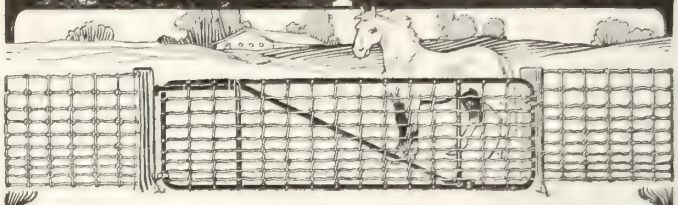
The Stratford Mfg. Co., Limited

MANUFACTURERS OF

Ladders, Lawn Swings, Woodenware, etc.

STRATFORD, ONTARIO

Build Up a Profitable Fence Department!



Handle a line of fencing that does not serve only as a mere boundary line, but one that gives real fence service—one that is built strong enough to withstand the onslaughts of stock as well as the ravages of all kinds of weather. Such a fence is

Peerless Fencing

You can sell this fence with a clear conscience. You can guarantee that **Peerless** goods will give full satisfaction. We will stand right back of your guarantee, whether it be in farm fencing, poultry fence, ornamental fence, gates or any other lines we manufacture, our policy is to satisfy every customer if at all possible to do so. **Peerless** fencing is well advertised through farm papers or other mediums. It is a line that is easily sold. Having an agency for **Peerless** will sell other goods for you.

It's Made of Heavy Open Hearth Steel Wire

with all the impurities burned out and all the strength and toughness left in. Heavily galvanized. Every intersection is locked together with a Peerless clamp. Top and bottom wires of Peerless Poultry Fencing are extra heavy—extra strong. Consequently fewer posts are required. **Peerless** fencing can't sag—can't rust—can't get out of shape—can't help giving absolute satisfaction.

Send for our dealer's proposition. It's attractive. It will interest you. It's well worth a stamp. Send today.

BANWELL-HOXIE WIRE FENCE CO., Ltd.
Winnipeg, Man. Hamilton, Ont.

Eaves Trough
and
Conductor Pipe
that is always right

Made on heavy machines. You can always depend on a uniform shape and good fit as well as

Prompt Shipments

Order direct or insist on getting the right kind from your jobber.

Have you examined No. 15 carefully? It means money to you.

Winnipeg Ceiling & Roofing Co.

Sheet Metal Manufacturers

P. O. Box 2185 WINNIPEG, MAN.

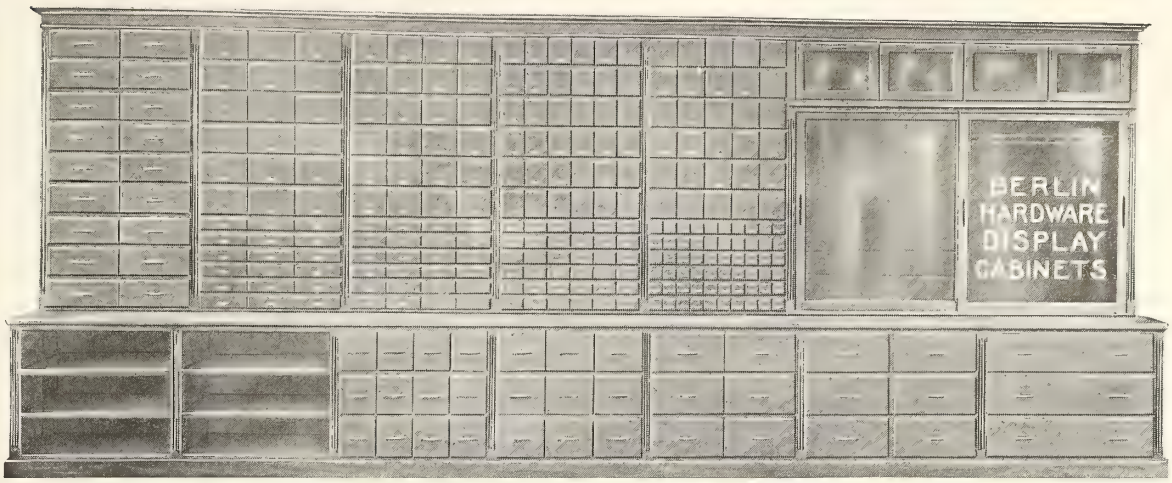


Collar Pads, Sweat Pads, Housings, Saddle Blankets, etc.

Are all made from the famous Ventiplex Fabric which is constructed on purely scientific principles.
They are five-ply and porous, as readily absorbing perspiration as a blotter does ink—thus keeping the horse's neck dry and well.
Ventiplex Pads cure and prevent Gall sores, will not stretch, and are non-poisonous. They can also be washed when dirty. There is money for you in selling Ventiplex. Satisfaction guaranteed. All leading Jobbers handle and push their sale.

Burlington Windsor Blanket Co. LIMITED
Windsor, Ont.

This section of Shelf Boxes and Tool Cabinets supplied to C. H. Tarbell, Comox, B.C.



Increase Your Sales By Displaying Goods Attractively

Modern Store Fixtures are not a luxury—not an expense—but an absolute necessity to the economical and efficient conduct of your store.

Our shelf boxes and tool cabinets are classy and convenient, enabling the dealer to display his goods to the best possible advantage.

Sales are made in much less time and customer can make their selections more satisfactorily when goods are shown in our Display Cabinets.

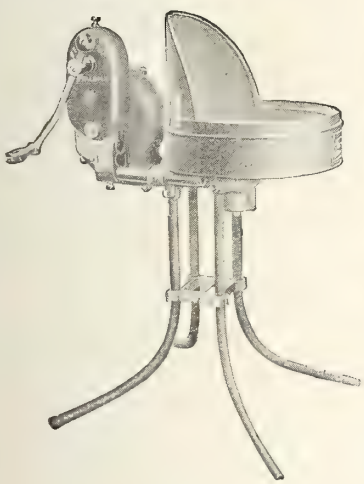
Make your store more **Efficient**, more **up-to-the-minute, more convenient**—install our equipment in your store and increased sales are bound to result.

We design **Display Cabinets, Silent Salesmen** and **Counters** to your specifications.

Send us sketch showing the dimensions and plan of your store and let us send you circulars and prices

The Walker Bin and Store Fixture Company, Limited

BERLIN MANUFACTURERS and DESIGNERS OF MODERN STORE FIXTURES **ONTARIO**

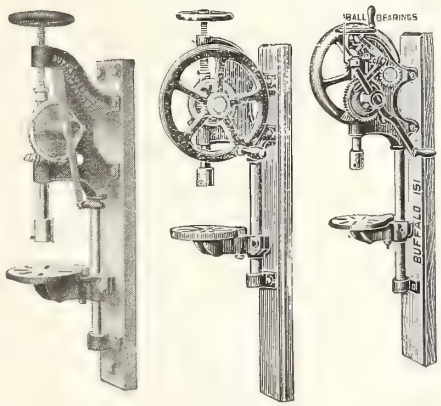


No. 625

The World's Standard Rivet Forge. Has full size 12-inch blower, operated by crank. Will last and do good work years after other forges are worn out.

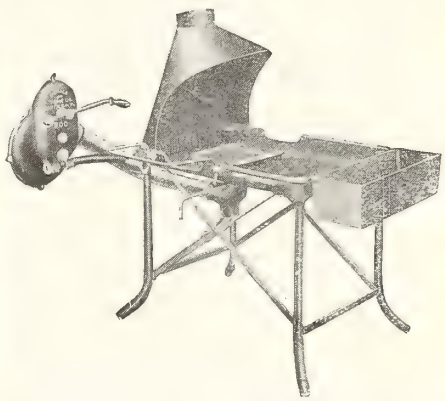
"MADE IN CANADA"

Catalogue No. 144 on request



No. 149 **No. 150** **No. 151**

Buffalo Ball Bearing Post Drills. We make a complete line for Blacksmiths, Horse Shoers, Farmers, etc.



Buffalo Forge No. 650 with the Famous "200 Silent Blower," 1911 model.

"Buffalo" Forges, Blowers, Drills *and* Exhaust Heads

The eyes of every user of blacksmith tools are upon the "Buffalo" line. If you want to travel along the line of least resistance, offer your customer the "Buffalo" forges, drills, blowers, punches, shears and other blacksmith tools. Ask us for catalogue and information which will bring to you trade which may now be passing by your door.

Canadian Buffalo Forge Co., Limited

MONTREAL



Buffalo Exhaust Head

Something New in the Rifle Line

The "BAYARD" Semi-Automatic Rifle

Made for .22 cal. long and short Smokeless Rim Fire Cartridges



Made by Anciens Etablissements Pieper

In the Bayard Rifle, the pressure of the explosion is used to push back the breech block, to eject the empty shell and to cock the firing pin. After each shot the breech remains open, ready to receive a new cartridge, which is placed into the barrel by pressing the button of the breech block catch. An easily adjusted safety catch permits the rifle to be locked when loaded. The barrel is fitted with an open adjustable rear sight. Owing to its long range and its great accuracy the Bayard Rifle recommends itself for target practice and small game shooting. Ask your jobber to show you this wonderful little rifle. Write for our free descriptive booklet.

McGill Cutlery Co., Reg'd, P. O. Box 580, Montreal, Canada

"OAKVILLE" PURE ALUMINIUM COOKING UTENSILS

WILL OUTWEAR ANYWARE

MADE IN CANADA

Best Goods Best Prices Best Deliveries

Write to-day for our Special Bargain Assortment Offer for this month

THIS TRADE MARK

WARE M'F'G. CO. L'T'D. OAKVILLE PURE ALUMINIUM WARE

ON EVERY ARTICLE

THE WARE M'F'G. CO. LIMITED OAKVILLE, ONT.

MONARCH TYPEWRITERS

The King of all Writing Machines

JUST THE THING FOR THE UP-TO-DATE HARDWARE MAN

Remington Typewriter Co., Limited

MONARCH DEPARTMENT

144 Bay Street, Toronto, Ontario



Automatic Sash Holders

offer your builders a big saving, in doing away with sash weights, etc.

STOCK THEM

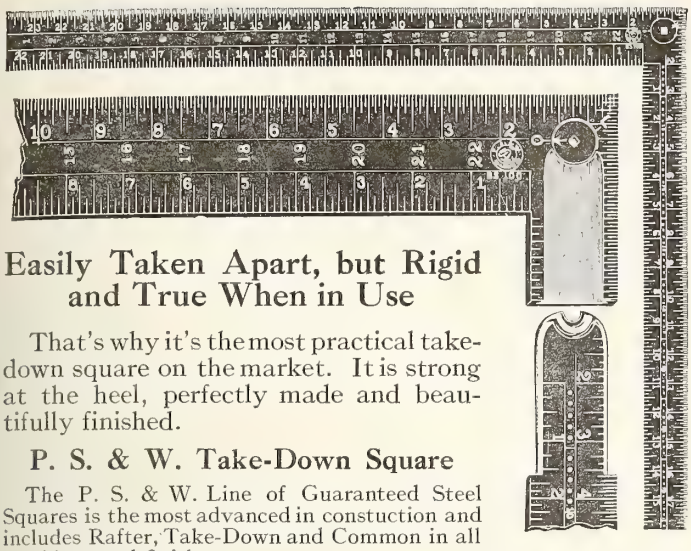
Automatic Sash Holders do away with sash weights, cords, pulleys, pocket frames, etc., and show a big economy in eliminating weights, cords, pulleys and adjustments. Easily installed in new or old houses.

Write us for Circulars and Prices NOW.

Smith Hardware Co. 240 Lemoine St. MONTREAL

Do You Want to Reach the Retail Hardware Trade?

There's no better method than to use **Canadian Hardware, Stove & Paint Journal** 32 Colborne Street Toronto



Easily Taken Apart, but Rigid and True When in Use

That's why it's the most practical take-down square on the market. It is strong at the heel, perfectly made and beautifully finished.

P. S. & W. Take-Down Square

The P. S. & W. Line of Guaranteed Steel Squares is the most advanced in constuction and includes Rafter, Take-Down and Common in all markings and finishes.

The following jobbers handle P. S. & W. Tools and will no doubt order any tool you wish, if they haven't it already in stock. If you find it hard to secure P. S. & W. Tools, write us.

Calgary—J. H. Ashdown Hdwe. Co., Ltd.; Wood, Vallance & Adams, Ltd. **Hamilton**—Wood-Vallance, Ltd. **London**—D. H. Howden & Co., Ltd.; Hobbs Hdwe. Co., Ltd. **Montreal**—Caverhill & Learmont; Frothingham & Workman, Ltd.; L. H. Herberte & Cie, Lte.; Lewis Bros., Ltd. **Saskatoon**—J. H. Ashdown Hdwe. Co., Ltd. **Toronto**—H. S. Howland Sons & Co.; Kennedy Hdwe. Co., Ltd.; Rice, Lewis & Son, Ltd. **Winnipeg**—J. H. Ashdown Hdwe. Co.; Merrick-Anderson Co.; Miller-Morse Hdwe. Co., Ltd.; Wood, Vallance Co., Ltd.

Send for Hand-Tool catalog 12-B, listing and describing the complete line.

The Peck, Stow & Wilcox Co.

MFRS. of Mechanics Hand-Tools, Tinsmiths' Machines, Builders' and General Hardware.

Established 1819.

Address 28 Murray Street, New York, N.Y., U.S.A.

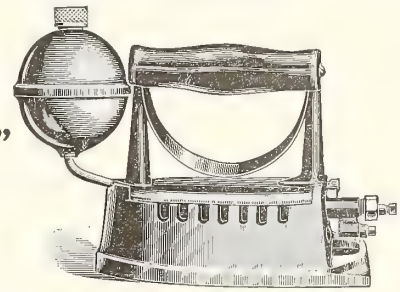
The P. S. & W. Guaranteed Hand-Tools for Carpenters, Machinists, Electricians, Tinsmiths, etc., are all branded with "The MARK of the MAKER"



The Ideal Self-heating Sad Iron

This is the Iron that has met with such success in the States, it is being manufactured in Hamilton, Ont., from which place orders will be filled on and after April 1st, 1913.

"IDEAL"



The Iron That Heats Itself

In the Spring and Summer, when the stove isn't running with all flues open, and ironing day comes round, the housewife is ready to listen to the story of the iron that heats itself.

There's no better ironer than the **"Ideal."**

There is no cheaper heat-getting method than that of the **"Ideal"** gasoline fuel and generator.

"Ideal" will sell — It's the best thing the housewife can buy. You can guarantee it.

Write us for prices or ask your jobber.

THE IDEAL SAD IRON MFG. CO.

HAMILTON, ONT., on and after April 1st, 1913

Dart Union Pipe Couplings

Please Particular Customers

Have you shown them the Union?

Jobbers throughout Canada sell Dart Unions

Big Ben



Let Big Ben do your Advertising

You can buy Big Ben with your name on dials in lots of 24.—Your customers will take them right into their homes, give them a place you could not purchase if you tried—and pay you a premium of 50% for the privilege of reading your Ad every day in the year.

Big Ben's retail Canadian price has been fixed at $3.00. In lots of 24 with your name on dials he costs you exactly $1.90 net apiece. If you buy them in lots of 24, you make over a dollar on every one you sell. We are packing Big Ben specially for Canadian trade, 6 in a box with a full set of posters.

On an order for 12 you will receive a mahogany display stand—on an order for 24 two display stands, an outdoor metal sign and a complete assortment of posters.

Big Ben comes in either finish, nickel plated or polished brass, with $3.00 price tag attached.

With your name on the dial they have to come from *Westclox* at *La Salle, Illinois*, so count on six weeks for delivery.

Dealers' names printed free on dials in lots of 24 of one finish only.

In broken lots, $2.05 each less 2%. In case lots of 24, $1.95 each less 2%.

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

CANADIAN HARDWARE STOVE & PAINT JOURNAL

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Getting a Larger Share of the Paint Trade.

There is an old saying to the effect that "we can get what we want if we want it hard enough."

Most hardware dealers are no doubt giving some thought to the spring and summer paint trade, and wondering whether or not it is possible to get a larger share of it than they did during the corresponding season of 1912.

If they really want it "hard enough" they will probably get it, for it is presumed that when they want it "hard enough" they will allow nothing to stand in their way of attaining it.

There isn't a locality under the sun that uses all the paint it should use. Even in the best painted localities there are buildings of all descriptions that are absolutely disreputable looking for the want of a respectable coat of paint.

The field, therefore, of no ambitious merchant has been developed to such an extent that his possibilities have reached the uttermost limit. And he who has the will will discover the way.

He who has the will to get the business will keep a tab on every probable customer the country round. He will keep him supplied with good paint literature, of which abundance is supplied him by the manufacturers, and by systematic following up methods will see that he does not escape, at any rate for want of proper attention.

Most men are the root of their own failure.

Getting the Most Out of Business.

It is not only necessary for the dealer to know himself in order to attain success; but it is also necessary that the probable customers within the sphere of his business possibilities should know him.

Good window displays, a bright and attractive store interior, and good service generally will do a great deal to bring this about. People talk about the store that gives good service.

But he who would get the best out of the service he renders must not confine himself to the publicity he obtains from the remarks of commendation that are carried by those who are speaking from experience. Such publicity is limited indeed, excellent and all as it is.

He should enlarge his publicity by using the columns of his local newspapers. By this means he can acquaint more people in one week with the facts about his store than he could without it in a year.

Good advertising in the concrete is really store news.

The early Spring is not a bad time to pick up the good business resolutions that were dropped the week after New Year set in.

Selling Paints to Women.

He is a wise dealer, who, in planning his paint campaign, recognizes the woman as a factor in the situation.

As to the paints and varnishes that are to be used in the interior of the average home the woman is usually the court of last resort. She determines what shall or shall not be used.

That this fact is not unrecognized by the manufacturers is evident from the efforts they are making to draw the attention of the women to the particular brand of paint and varnish they put on the market. In their advertisements in the magazines and newspapers reaching the homes they are persistently holding their goods up to the attention of housekeepers.

This is a lead which retailers should follow. Many of them are already doing so, but numbers might emphasize the fact a little more than they do.

Their efforts to induce women to buy paints and varnishes from their store should not be confined to newspaper or circular advertising. They should make their store, and particularly their paint department, inviting to women. An untidy, dirty department repells most women. A cue might well be taken from the department stores in this respect. There the paint department is no less attractive than any other.

Every dollar the dealer collects from his customers adds to the strength of his credit.

Misuse of Paint Literature.

When a retailer fails to utilize the advertising material of various kinds which the manufacturers of ready-mixed paints place at his disposal,

it is not to the manufacturers alone that an injustice is done.

To no one is he doing a greater injustice than to himself.

To throw good literature, much of which has cost a great deal, under the counter or in some out of the way place where it is finally covered with dust and forgotten is little short of dishonesty. It is wastefulness at any rate, which is a twin brother to dishonesty. It is probably never looked at in this light by those who are guilty of it.

Most dealers, no doubt, put to good use the literature that is supplied them, but from the complaints that one hears now and then from manufacturers it is obvious that the number who do not is altogether too large.

It is for this reason that we take the liberty of again drawing the attention of the trade to the matter.

The literature that is being distributed by some of the paint manufacturers this season is particularly good, and must have cost a great deal of money. It is of a character that appeals to the heart. That is, it is of such a character that it has a tendency to make those who read it desire to secure a supply of paint for either exterior or interior work without the question of price entering into consideration whatever.

Obviously the dealer who fails to utilize such literature is standing in his own light, and is therefore unfair to himself as well as to the manufacturer.

Even if snow shovels are still being used in the country, it is not a bad time to remind customers that garden tools will be needed before a great while.

Relationship Between Manufacturers and Retailers Re Exhibition.

The Hardware Reporter of St. Louis, commenting upon the recent exhibition of Canadian-made hardware in Hamilton, remarks: "If the manufacturers in the United States were to undertake to handle the exhibition feature the outcome would probably mean a very greatly strained relationship, if not an open rupture."

The system which now obtains in Ontario in regard to holding the exhibition of manufactured hardware is unique. As far as we are aware it is the only instance on this continent where the exhibition is not controlled and managed by the retail association.

It does not follow, however, that strict adherence to a precedent is always best. In law precedent upon precedent may be all right. But if strictly applied to business affairs the same could scarcely be said. By literally following precedent nothing new would be evolved.

Neither does it follow that departure from precedent is always the best thing.

A departure from a beaten path can only justify itself after due trial. The Canadian Manufacturers' Exhibition Association, which was brought into existence a year ago for the purpose of taking over from the Ontario Retail Hardware & Stove Dealers' Association the control of the exhibition held in connection with the annual convention of the latter body, have possibly not yet been at the helm long enough for one to give a final judgment as to whether the innovation will be a permanent success or not.

This one thing, however, has been established: they have so far made good. There isn't any doubt about it. The last exhibition was the best ever held, and judging from the arrangements that are already being made the next promises to be better still.

Strained relationship between retailer and manufacturer over exhibition matters may develop. Where there are two interests concerned in promoting one object this is always possible.

But one can scarcely deem it possible in the relationship between the Ontario Retail Hardware and Stove Dealers Association and the Canadian Hardware Manufacturers' Association. In fact it may be deemed impossible as long as the present spirit obtains among the members of these two organizations. It has obtained ever since the birth of the Manufacturers' Association. And at the joint meeting of the two executives the other day to decide the question as to the next place for holding the retailers' convention and the manufacturers' exhibition it was manifested in no unmistakable way.

Pessimists may see breakers ahead. Being optimists we only see calm water.

A clerk who cannot be trusted to act upon his own initiative will never make a successful business man.

Paying Properties of Trade Conventions.

Fifteen retail hardware associations in the United States and one in Canada held their annual convention in February last. What the hardwaremen gained who attended these conventions no one can say. But that most, if not all of them, returned to their respective homes better fitted to carry on business than when they went away there can be little doubt.

Among the large number who stayed away there were doubtless many who did so because they believed, or professed to believe, that nothing commensurate with the expense entailed in attending was to be obtained. Most of these, since reading the reports of the proceedings of the different conventions are doubtless by this time not so certain that they profited by staying at home.

One cannot, as a rule, ascertain by balancing the dollars he spent in visiting a convention of his fellow retailers by the information he has obtained or the experience he has gained whether it was profitable or not. The results, like bread cast upon the waters, may not be seen for many days. But that benefits do accrue no candid man will deny. And some of the ideas gathered at conventions may put a new leaven into a dealer's business methods which may exercise an influence for his lasting benefit.

But even immediate results from a dollar and cents standpoint are often obtained. We cannot speak for the American conventions and exhibitions. We can, however, speak for the recent convention and exhibition at Hamilton. There many dealers bought certain lines of goods under such advantageous conditions that they were more than recompensed for any expenses entailed.

But after all, should the cost of a trip to a convention and exhibition such as that held at Hamilton and at points in the United States be considered an expense? Is it not, in the final analysis, an investment, and an investment which returns at least 100 per cent. to the wide-awake dealer? We think so. And the experience of many a dealer proves it.

Of course those who "walk right in and turn around and come right out again" cannot profit thereby, but they are the exception and not the rule.

Next Year's Hardware Convention

EVERY Canadian hardware man will be interested in the announcement that the ninth annual convention of the Ontario Retail Hardware and Stove Dealers' Association will be held at the capital city, Ottawa, Feb. 16 to 21, 1914.

Ottawa has been re-built during the past ten years, and is now one of the most beautiful cities on the American continent. It has one of the finest hotels in America, the Chateau Laurier, built by the Grand Trunk Railway, and its Parliament Buildings are built on a noble site overlooking the Ottawa River, Quebec Province and the Laurentian Mountains.

Hundreds of Ontario retailers have never seen the new Ottawa, Parliament Hill and the House of Commons. It has been a long way off, and high railway fare and hotel rates have prevented most merchants from visiting the Capital. But every merchant (and his wife) wants to see the place they read so much about.

Cheap excursions to Ottawa are rare, but through the enterprise of the Canadian Hardware Manufacturers' Exhibitors' Association, there will be a cheap excursion to the Capital next February, open only to persons connected with the hardware trade.

One or two hardware trains will leave Toronto, Monday afternoon, February 16, 1914, and for $12.70 passengers from Toronto can travel to Ottawa and return, and stay five nights at the Chateau Laurier or the Russell House, Ottawa's best hotels. That's a low enough rate to attract everybody.

Lunch will be served en route and there'll be a splendid chance to fraternize, get acquainted, and swap experiences with the most progressive hardware merchants in Ontario. Special cars will be reserved for ladies and their escorts.

From London a hardwareman will buy a single fare ticket to Ottawa (on the certificate plan), costing about $10.90, and for $5 additional, paid in advance to the secretary, will receive certificates good for a seat on the special train and for a room in the Chateau or Russell for five nights. Hardwaremen from Niagara Falls, Chatham, Goderich, Owen Sound, Orillia, and other places can, by adding $5 to their single fare to Ottawa, figure out the exact cost of the trip. Those located east of Toronto and north and west of North Bay can figure their cost the same way, but may find it cheaper to go direct to Ottawa, although they are welcome to ride on the special trains if they can make connections with them.

Another special train will be run from Montreal to Ottawa, and hardwaremen from Quebec and the Maritime Provinces are invited to attend on the same basis as those from Ontario. Single fare rates are guaranteed on the convention certificate plan from all points between Halifax and Port Arthur, and if about twenty from west of Port Arthur signify their intention of coming, the low rates may be made to apply as far west as Vancouver.

The Hamilton Convention and Exhibition were the most interesting and most largely attended of any ever held in Canada, and both the Retail and Manufacturers' Associations promise to provide better attractions at Ottawa. It won't pay a live hardwareman to stay away.

Howick Hall, a large building, provided by the city of Ottawa, will contain both convention and exhibition halls, as well as a restaurant for serving lunch.

A large deputation will wait upon the government to present a memorandum giving the views of hardwaremen on matters of legislation. A visit will be paid the House of Commons when in session, and a picture of hardwaremen will be taken on the steps of the Parliament Buildings. A banquet will be tendered by the manufacturers in the Chateau Laurier, and special entertainment will be provided for the ladies.

Hardwaremen can travel to Ottawa on any regular train and return on any regular train, but to secure the special accommodation provided by the Canadian Hardware Manufacturers' Exhibitors' Association, they must obtain the hotel accommodation certificate from the secretary.

Rooms in the Chateau Laurier and Russell will be allotted in the order applications are received, accommodation being reserved for 1,000 retailers, manufacturers, jobbers and travelers.

To secure accommodation on special trains and at the hotels, retailers, etc., should send $5 to Weston Wrigley, Secretary Ontario Retail Hardware Association, 32 Colborne Street, Toronto, together with $3 covering membership fee in the retail association for one year. Remit by money order or add exchange if cheque is sent. Certificate good for seat on special trains and room at either Chateau or Russell Hotels will be promptly forwarded by F. M. Tobin, secretary Canadian Hardware Manufacturers' Exhibitors' Association. Deposits will be refunded to those who find they cannot attend and make application for same before February 6, 1914.

Reserve accommodation promptly, and if a lady or clerk will accompany you send extra deposits to cover their reservations.



CANADA'S LEGISLATIVE CENTER, OTTAWA, WHERE THE NEXT HARDWARE CONVENTION AND EXHIBITION WILL BE HELD, FEBRUARY 16 TO 21, 1914.

In the lower left hand corner is the new Russel Hotel, across the road is the Post Office, behind this are the Parliament Buildings, in the centre are the Rideau Canal, G.T.R. bridge across the Ottawa River, in the distance the Laurentain Mountains in Quebec Province, and on the right are the magnificent new "Chateau Laurier" and the Grand Trunk Pacific Terminal Depot.

Ottawa Chosen for 1914 Convention and Exhibition

Unanimous Choice of Retailers' and Exhibitors' Executive Committees—Preliminary Details of Special Features—Dominion Organization Proposed for Retail Hardwaremen

The Executive Committee of the Ontario Retail Hardware Association met in the Queen's Hotel, Toronto, on Monday morning, March 24th, with President H. Occomore, Guelph, in the chair. The other members present were First Vice-President W. F. Macpherson, Prescott; Second Vice-President C. W. Conn, Tillsonburg; Treasurer John Caslor, Toronto; Secretary Weston Wrigley, Toronto; Geo. Ecclestone, Bracebridge; J. N. McGregor, Oakville, and W. J. Carter, Picton.

The financial statement showed a balance in the treasury of $1,314.41. It was also reported that 45 new members had been enrolled since January 1st, there being now 340 hardwaremen on the membership roll; some of them, however, are in arrears.

The Secretary reported that in order to assist the Executive in making a decision regarding the best place of holding the 1914 convention he had analyzed the location of membership. That analysis showed that 40 members resided west of London; 80 between Niagara Falls and London; 72 in the district north of Guelph and Stratford; 75 in Toronto and north to Cochrane; 10 in Sudbury and west; 35 along the C. P. R., Toronto to Ottawa; and 40 along the G. T. R., Toronto to Montreal. Thus about one-fifth of the membership was located east of Toronto; one-fifth in and north of Toronto, and three-fifths west of Toronto. The membership, therefore, is weakest east of Toronto, and if a favorable plan could be suggested by which the convention could be held in Eastern Ontario and sufficiently low rates could be secured to induce Western Ontario hardwaremen to visit Ottawa the membership would be increased in the section where strength is most needed.

A general discussion took place on the subject of next meeting place, and J. A. Beaudry, Secretary of the hardware section of Quebec Province Retail Merchants' Association, who was present, stated that the matter had been discussed at their meeting, and if the Ontario convention was held at Ottawa the hardwaremen of the Province of Quebec would also hold a meeting in Ottawa at the same time, and an attendance of about 200 retail hardwaremen from Montreal and other points in Quebec was assured.

A Dominion Association Proposed.

Secretary Wrigley made the point that with a joint convention of Ontario and Quebec hardwaremen at Ottawa invitations could be extended to hardwaremen in other provinces and a Dominion organization might be effected at the conventon. It would also be possible to arrange to have a large deputation wait upon the Premier and members of the Cabinet to present an outline of the legislation desired by hardware merchants, and also state the views of the retail trade regarding proposed laws and amendments to existing laws.

Mr. Beaudry who has probably had more experience in dealing with matters of legislation affecting retail merchants in the Dominion than any other person, en-

dorsed the suggestion of a deputation to wait on the Government, but said that careful consideration should be given to every matter taken up. For months ahead, he said, plans should be worked out in detail so that when the deputation outlines its views they would stand on strong ground and be able to impress the parliamentary leaders with the reasonableness of their demands. Mr. Beaudry also favored the suggested Dominion organization, pointing out the advantages that would be gained by having all the merchants working together in one association, and that if he, as Dominion Treasurer of the Retail Merchants' Association, or any other officer, stood in the way of the progress in retail activity that the organization should be considered of greater importance than the individual and new officers should be elected.

Special Hardware Train Proposed.

Vice-President Macpherson outlined the plan of the Exhibitors' Association, that a special hardware train be run from Toronto to Ottawa and return, a special rate being quoted for the railroad fare as well as hotel accommodation at the Chateau Laurier and Russell House, two of the best hotels in the country. Mr. Macpherson said that the need of organization in Eastern Ontario is very apparent, and that at the low rate which the Exhibitors' Association would be able to offer he felt certain that Ottawa would be the best place to hold next year's convention. He thought that no decision should be reached until a definite proposition had been placed before the joint meeting with the exhibitors in the afternoon.

Two resolutions adopted by the Exhibitors' Association were read and ordered spread upon the minutes of the meeting. One resolution acknowledged the offorts of the O. R. H. A. and the executive officers in assisting to make the Hamilton convention a success, and also thanked the members of the Association for the business placed with the manufacturers. The other resolution was one acknowledging and accepting the invitation of the O. R. H. A. to make an exhibition at the next annual meeting of the Association.

Plans for Extending Organization.

A letter was read from B. L. Cope, a former secretary of the Alberta Retail Merchants' Association, now located in Toronto, offering to take up the position of organizer for the Ontario Retail Hardware Association. Mr. Cope suggested a plan of soliciting every retail hardwareman by mail and in person, and offered to visit the various parts of the Province soliciting new members on a commission basis. After a lengthy discussion Mr. Cope's offer was referred to the Advisory Committee, who will lay out a plan for organization work during the coming year.

The suggestion was also made that the Advisory Committee work in conjunction with the new Ontario Retail Grocers' Associaton, who have secured several thousand signatures asking for the amendment of the Weights and Measures Act, taking off the burden of charges for re-inspection from the retail merchants, upon whom these charges have been made in the past. The retail grocers are to hold a provincial convention in Toronto on April 16th and 17th, and the Advisory Committee will co-operate with them in this and other matters of legislation affecting retail merchants generally, such as an amendment to the Garnishee Act, the proposed parcels post law, co-operative stores bill, etc.

The meetings of the Retail Executive were held from 11 to 1 and from 4 to 5.30. Very practical plans were mapped out for a progressive year's work ending with the convention from February 16 to 21, 1914.

HARDWARE MANUFACTURERS MEET.

The annual reports of the Canadian Hardware Manufacturers Exhibitors' Association were presented and passed upon at an executive meeting of that body held in Queen's Hotel, Toronto, on Monday morning March 24. With president M R. Griffith, of the Canadian H. W. Johns-Manville Co., Toronto, in the chair, there was a full attendance of officers and members present. Those attending were secretary-treasurer F. M. Tobin, Tobin Arms Mfg. Co., Woodstock, A. A. Bittues, Gillette Safety Razor Co. of Canada, Montreal; Adam Taylor, Taylor-Forbes Co., Guelph; H. P. Hubbard, E. C. Atkins & Co., Hamilton; Geo. Spence, Steel C. of Canada, Hamilton; Chas. E. Stewart, James Stewart Mfg. Co., Woodstock; R. B. Johnson, Pinchin-Johnson Co., Toronto; David F. Griffith, B. Greening Wire Co., Hamilton; J. Billinghurst, Boeckh Bros. & Co., Toronto; Geo. B. Dowswell, Cummer-Dowswell Co., Hamilton; J. W. Moncur, Ontario Lantern & Lamp Co., Hamilton; B. D. Blackwell, Glidden Varnish Co., Toronto; and W. H. Carrick, Hamilton Stove and Heater Co., Hamilton, who represented T. W. Kirby, of the same company.

The minutes of the last meeting held at Hamilton were read by Secretary Tobin, and on motion were received.

The secretary next presented the directors' report, which, on motion of A. A. Bittues, seconded by Adam Taylor, was adopted.

Directors' Report.

Your directors are pleased to report that at the close of our first exhibition there is a cash balance on hand of $84.54 and assets conservatively estimated and valued at $802.35, a total of $886.89.

We feel that this association is to be congratulated on account of this showing when the extra expense of our first exhibition is considered.

General reports from all interested in the exhibition at Hamilton, including our guests, the Ontario Retail Hardware Association, the visiting jobbers and Retail Hardware Merchants, are indicative of general satisfaction and your directors have no report of unfavorable criticism.

Attention should be called to the services of the retiring directors who have given liberally of their time and attention to the several necessary meetings relating to the affairs of our association and the Hamilton exhibition without expense to your association.

Taking all advantage of the experience gained during the past year and realizing the advantages obtained by our members exhibiting at Hamilton, we recommend that immediate preparation be made to ensure the exhibition that will be held in 1914 a more pronounced success. To obtain the measure of success desired, we recommend the plan adopted last year, each member to undertake to give the association and exhibition as much publicity as possible either through their traveling representative or through their business correspondence when a favorable opportunity occurs. Your directors deem it expedient to urge in their report that the selection of a suitable place for holding their next exhibition, be given immediate attention. The exhibition just closed has aroused to a high degree the interest and enthusiasm of the members, many of whom have expressed themselves in

favor of one or another place. Consequently your directors will at an early date present to the members of the association the result of their investigation.

It might be well to mention the cities of Ottawa and London as probabilities. Both of these places present distinctive attractions and therefore as soon as their respective qualifications and claims have been thoroughly passed upon, your directors intend advising the members with full particulars and information supporting their choice.

It is also recommended that the "No Souvenirs" plan be continued and that the donation of prizes for drawing be also dropped and instead adopt some plan regarding a fund for equalizing railroad fares for visiting hardware trade by providing special train or otherwise as may be decided advisable.

To enable your directors to act on applications for new memberships that are now being received, all present members are requested to pay their annual membership to secretary at earliest convenience.

By order of Board of Directors,

F. M. TOBIN, Secy.-Treas.

Report of Secretary-Treasurer.

Secretary Tobin gave a detailed statement of the receipts and expenditures of the Association for the year ending with the close of the Hamilton Exhibition. This, on motion of A. A. Bittues, and Adam Taylor, was also adopted.

The secretary's statement showed accounts payable amounting to $526.80, and total assets, including cash balance and present worth of exhibition furniture and fixings of $886.89.

The receipts and disbursements were as follows:

Receipts.

From City of Hamilton	$ 350.00
Rent Booths and Advertising	4,370.00
Sale Coal	3.00
Sale Banquet Tickets and Badges	222.00
Admission and Light	108.00
Membership Fees	389.00
	$5,442.00

Disbursements.

Exhibition Expense	$4,706.49
Promotion and Office Expenses	219.82
Refunds on Tickets and overpaid on booths	90.00
Dr. Davey for Aged Women's Home	28.00
Traveling Expenses	63.15
Advertising	150.00
Allowance for Secretary's Office	84.54
Balance	84.54
	$5,442.00

F. M. TOBIN, Secretary-Treasurer.

Audited: M. R. Griffiths, C. E. Stewart.

Resolutions Committee Report.

The Resolutions Committee Report was presented by the secretary, and on motion of Adam Taylor, seconded by A. A. Bittues, the recommendations mentioned therein were accepted. The resolutions were as follows:

"The Directors of the Canadian Hardware Manufacturers Exhibitors' Association give vote of thanks to the president of the Commercial Club, Hamilton, for courtesies of the club extended through H. P. Hubbard, chairman, Hamilton Committee.

"It is the sense of the Resolutions Committee that the courtesy extended the officers of the Canadian Hardware Manufacturers Exhibitors' Association by the Commercial Club be acknowledged, and a photograph, taken of the members attending the convention, be suitably mounted, along with the medallion in bronze of the Canadian Hardware Manufacturers Exhibitors' Association and presented to the Commercial Club.

"A resolution is recommended thanking the retiring officers of the association for the excellent service and valuable interest given in the conduct of the association affairs during the past year.

"The Canadian Hardware Manufacturers Exhibitors' Association wish to express a vote of thanks to His Worship the Mayor and the City officials at Hamilton for the courtesies extended to their association during the exhibition at Hamilton.

"A resolution is recommended acknowledging the splendid efforts of the Ontario Retail Hardware Association and their executive officers in assisting to make the recent Hamilton Convention a success. Also expressing the appreciation of our association to them for the business placed with our members exhibiting in Hamilton; also that a copy of this resolution be forwarded the secretary of the Ontario Retail Hardware Associations.

"The Canadian Hardware Manufacturers Exhibitors' Association acknowledge the invitation of the Ontario Retail Hardware Association to make an exhibit in connection with the next annual meeting of the Ontario Retail Hardware Association."

On the secretary's recommendation a membership committee consisting of President Griffith, Secretary Tobin and Chas. E. Stewart was appointed to deal with all applications for membership in the Association.

The secretary was also authorized to obtain a suitably engraved membership card to send to members of the Association.

Applications from the Imperial Varnish & Color Co., Toronto, and The Martin-Senour Co., Ltd., Montreal, were read and on motion were admitted to the Association.

The result of a poll by mail showed that the Association members favored Ottawa as the next place for the Exhibition, and Secretary Tobin outlined the advantages that city offered as a convention city in case an arrangement could be made with the Ontario Retail Hardware Association to hold their 1914 annual meeting there. In case Ottawa was selected the secretary was authorized to make necessary arrangements for next year's exhibition. The meeting then adjourned.

OTTAWA SELECTED AT JOINT MEETING.

The joint meeting of the Executive Committees of the Canadian Hardware Manufacturers' Exhibitors' Association and the Ontario Retail Hardware and Stove Dealers' Association called to consider the choice of meeting place for the 1914 convention and exhibition was held in the afternoon of Easter Monday in the assembly room of the Queen's Hotel, Toronto.

There were present all the members who had attended either of the meetings in the morning. On motion of H. Occomore, President of the Retail Association, M. R. Griffith, President of the Exhibitors' Association, was chosen chairman of the meeting. The latter called on F. M. Tobin, Secretary of the Exhibitors' Association, to give a resume of the committee's work in connection with plans for next year's exhibition.

Secretary Tobin stated that as a result of a vote taken by his association members Ottawa was the city almost overwhelmingly favored. In company with A. A. Bittues he had visited Ottawa and had been able to lay before the meeting a definite proposition that

he believed would appeal to all the members of both associations. In the first place they had been able to arrange with the railways a special excursion single fare return ticket on the certificate plan from all points in Ontario. They had also been able to get a special hotel rate at both the Chateau Laurier and Russell House for holders of tickets who purchased the special combination certificates. This combination ticket which, from Toronto, would cost $12.50, would enable the delegate to travel to Ottawa, stay five days at the Chateau Laurier, and return to Toronto without additional cost other than meals. A like proposition would apply from other points. That is to say, any delegate attending could purchase an excursion return ticket on railway certificate plan to Ottawa and by paying an additional $5 for the special certificate issued by the Exhibitors' Association would be entitled to stay the five days at Chateau Laurier or at the Russell House.

Special Hardware Train.

A special hardware train will leave Toronto shortly after noon on Monday after all the connecting trains from the north, south and west have arrived, and at the low rate offered it is estimated that probably 300 or 400 hardware dealers from Western Ontario would travel on this train. This special will arrive in Ottawa about 8 p.m. and the delegates will be registered immediately. It was felt, said Mr. Tobin, that this special inducement would attract a large delegation, for the opportunity to see the Capital under such conditions and such surroundings would appeal to not only the hardwaremen themselves, but also their ladies as well. Mr. Tobin also gave some experiences of the enthusiasm due to the special train idea at hardware conventions in the United States.

The Quebec hardwaremen, too, would be present in numbers—possibly 250—and a special train would be run to Ottawa from Montreal. In discussing the matter with Mr. Baker, Ottawa's publicity man, he thought that there should be at least a thousand hardware excursionists visit the Capital during the convention and exhibition week.

Splendid Convention Hall.

The committee had also been able to secure Howick Hall, one of the best exhibition halls in Canada. For hardware exhibition purposes it could accommodate double the number of booths as compared with Hamilton. It had convention halls and auditorium capable of holding large crowds of people at the same time and a number of small committee rooms. One of the large halls would accommodate 1,000 people and the auditorium would seat comfortably 650. This latter is fitted with stage, scenery, fixings and furniture. Then provision can be made for using a large dining hall, lunch could be served there, so that it would not be necessary to run back to the hotels at midday. Special street car service will be arranged for, and other various matters of detail, so that the 1914 convention and exhibition will be the greatest yet.

A. A. Bittues bore out the statements of Mr. Tobin. He thought the hardware train a splendid idea. It would cement friendship among all aboard and give enthusiasm from the very start. It would also bring the hardwaremen to Ottawa all the week and they would be together all the time. Then the idea of visiting the Capital of the country, stopping at one of the finest hotels on the continent meeting merchants from outside the province, letting the parliamentarians know what the merchants wanted—and all at such a small cost—this should meet with unanimous favor.

Weston Wrigley, Secretary of the Retail Hardware Association, said that the manufacturers, labor unions and farmers had presented their views to the Government at Ottawa, but not the merchants. Here was a chance for the retailers to show their strength, and go before Parliament in a body and tell what they wanted in regard to two measures which will shortly be up for legislation—parcels post and co-operative stores. He had interviewed a number of members and they were of the opinion that the convention at Ottawa should increase the attendance, as many retailers would welcome the opportunity of visiting the Capital City at small cost. At present 80 per cent. of the membership is in Toronto and north and west of that city, so a convention in the east should increase membership in Eastern Ontario.

Charles E. Stewart believed the two associations should broaden out. The manufactuers' field is Canada and it should be the retailers', too. He related an incident mentioned to him by one of his travelers who had been trying to get a stove man to attend the Hamilton convention, he told him what he missed; but the stove dealer said he had nothing to learn. A dealer should attend these conventions and exhibition to keep from getting into a rut.



Howick Hall, Ottawa, where the convention meetings and hardware exhibition will be held.

H. Occomore confessed he did not favor Ottawa when the matter was first mention, but he saw the proposition now in a different light. He had only the best interests of the Association at heart, and he thought that with such a favorable proposition before them they should decide upon Ottawa.

J. N. McGregor had doubts at first about Ottawa, as he realized that the membership east of Toronto was small, but he thought well of the special train to the Capital City.

C. W. Conn had one doubt, and that was about the small dealer in Western Ontario going so far east. He favored the special train idea, as he had pleasant recollections of the Montreal excursion organized by Secretary Wrigley a few years ago.

George Ecclestone made a witty speech. He did not anticipate any trouble with the northern men, as they were always on hand, wherever the convention might be. He thought Ottawa an ideal spot for next year's convention. He was astonished to hear of the low rates obtained from the Ottawa hotels, as he had paid far more when in Ottawa.

W. J. Carter threw up both hands for Ottawa. He believed that the visit to the Capital City would prove an attractive lure.

Mr. Tobin related a talk he had with three Wood-

stock hardwaremen, who, when Ottawa was mentioned, were opposed to the convention being held there, but when he later told them the inducements offered, everyone of them said he would go and bring his wife, too.

John Caslor still favored Toronto. He said they found a loss of between 30 and 40 per cent. in membership when they went east to Peterboro. Of course he would not stand in the way, but would push for Ottawa if that was the choice of the meeting. The special train and the low rates were certainly big inducements.

Geo. Spence and W. H. Carrick both favored Hamilton at first, but seeing the proposition that Ottawa had put forth would vote for that city.

H. P. Hubbard was always in favor of Ottawa. He did not favor the holding of these gatherings in one town year after year.

A motion was then made by H. Occomore, seconded by C. W. Conn, that Ottawa be the choice for next year's convention and exhibition, which on being put to the meeting by Chairman Griffiths, was carried unanimously. Mr. Griffiths also promised to buy John Caslor a silk hat if the attendance at Ottawa fell below the number at the Hamilton convention.

On motion of A. A. Bittues, seconded by F. M. Tobin, a vote of thanks was tendered the O. R. H. A. by the Exhibitors' Association for accepting Ottawa.

So it is Ottawa for the 1914 convention and exhibition, and the dates will be February 16th to 21st.

OTTAWA HARDWAREMEN DELIGHTED.

The hardwaremen are delighted at the decision of the retailers and manufacturers to hold the next convention and exhibition at Ottawa. They will do what they can to make the occasion an eventful one.

GIVE THE RETAILER A SQUARE DEAL.

The advisability of manufacturers and travellers dealing fairly with their regular customers and the retail trade generally cannot be too firmly emphasized. From time to time instances crop up of injury being inflicted directly on the retailer through the overreaching of travelling salesman, which has later reflected on the traveller himself and the house he represents. Within the month an instance of this occurred which will undoubtedly bear ill fruit to the house concerned.

A representative of a glass jobbing house sold to a customer of his in a Western Ontario town a bill of glass of fair proportions. The traveller finished his trade calls in the town, and, on his way to the station, noticed a rather large building going up. He called on the contractor and sold him the glass for the structure. This news was not long in reaching the ears of the hardwareman who had just purchased the bill of glass. He cancelled the order he had placed with the salesman by telegraph, and avers he will not deal with the house again; at least he will not place any more orders with that particular salesman.

The lesson to be learned from this is that there should be co-operation between the various branches of trade —the manufacturer and his representative placing his goods through the regular trade channels, aiding and assisting wherever possible, and the retailer on his part co-operating with the manufacturer or jobber in that service which makes for sales.

DEATH OF GEORGE H. PEDLAR

Geo. H. Pedlar, president of The Pedlar People, Limited, sheet metal manufacturers, Oshawa, died suddenly of heart failure at his home on March 16, after making arrangements to leave on a business trip to Chicago. Deceased, who was seventy years of age, had been for over half a century engaged in the tin and sheet metal business, commencing operations in a small way. In 1892 he reorganized his business under the name of The Pedlar Metal Roofing Co. Seeing the possibilities in the line, Mr. Pedlar was successful in building up an immense business, one of the largest of its kind in the British Empire. The death of his son, George, in 1909, and the continued growth of the business, decided Mr. Pedlar in forming a joint stock company in 1911, taking in a number of his oldest employees as stockholders. The reorganized company have a number of offices throughout Canada, and their goods are handled in many foreign countries.



The Late George H. Pedlar.

Mr. Pedlar was actively interested in public and social affairs, his latest benevolence being $10,000 given Oshawa Hospital for a surgical wing as a memorial to his late son.

SASKATCHEWAN HARDWAREMEN MAY ORGANIZE.

A move is on foot to organize a Retail Hardware Association in Saskatchewan during the Business Men's Convention, to be held at Regina, May 5, 6 and 7. At this convention such questions as the regulation of credits, fire insurance, bookkeeping, buying and costing, selling, mercantile law, etc., will be discussed. J. Walton Peart, of Peart Bros., Regina, is chairman of the Publicity Committee.

The time is opportune for organizing a real live association of hardwaremen in Saskatchewan, and if the retailers in that province are alive to their best interests they will embrace this opportunity to get together.

An organization of all classes of retail merchants is a good thing—provided each separate class of merchants have live sections of their own. On matters of legislation all should work together, but on trade matters each section should handle its own business.

With a parcels post law coming into force soon the necessity of having the retailers in every province organized will be greater than ever. The parcels post law will be just what the retailers of Canada allow their legislative representatives to make it. If the retailers are inactive every postoffice will become a branch of Eaton's store, while if the retailers show their power, the law will be on the zone system—distinctly more favorable to the merchants in the smaller cities and country districts.

Hardwaremen of Saskatchewan, what will your answer be? Attend the convention at Regina on May 5, 6 and 7.

The New Retail Store of Rice Lewis & Co.

Expanding within Contracted Space—Largest Hardware Display Window in Canada—Saving on Overhead—Grouping Departments on Separate Floors—Expeditious Receiving and Shipping System

This is an age of concentration; so to concentrate and expand at one and the same time strikes one as being a difficult operation to consummate, particularly, as at present, when there is so much keenness in competition for business. But when with this concentration and expansion we have a lowering of overhead charges and an increased working space contained within a smaller area the man or men responsible for this condition must be credited with a high grade of business foresight and ability.

This is a prelude to the changes which the management of Rice Lewis & Son are making in their retail and wholesale warehouse at Toronto, where the beforementioned ideas are being successfully worked out. In the first place they are concentrating on the development of the various departments making up their business by a more harmonious grouping of these departments that will help their system to facilitate deliveries and more readily give the information required regarding the stock. At the same time this concentration is going to help the further expansion of their trade to meet the growing needs of the country.

In the second place the alteration and addition to their main building on Victoria street, which enables them to secure these improved facilities, more than replace the floor space they have sold—some 20,000 feet—a change effected to the great advantage of capital account and corresponding carrying charges.

The present changes are the outcome of the definite plans announced by A. E. Gilverson and R. C. Fisher when they, four years ago, bought out the business and property from the Leys interests. Up to that date, with the additions that had been made from time to time, Rice Lewis & Son had a huge six-storey warehouse on King street extending up Victoria street almost to Adelaide street. The holding of so much valuable property, with the rapid growth of the city and the consequent increase of assessment, meant the tieing up of a large amount of capital and the paying out of a yearly tax sum that now is saved and can be used in pushing the business.

The opportunity for disposing of the King and Victoria streets corner presented itself recently, and the company sold some 22,000 feet of floor space. On March 1 the retail, wholesale and office departments were moved to the north part of the building which had been up to then used principally as a storage warehouse. There was no basement in this building, so a cellar was excavated; on the ground floor—the ceiling was very high, so a selling gallery was erected; there was also a shipping department here with driveway; this was closed up and thrown into the ground floor; between the third and fourth flats was another high ceiling, and another floor was put in. All told the alterations add some 25,000 feet to the 60,000 feet already in the building, allowing it to more than make up the 22,000 feet sold in the old building. That is concentration, for there is the same floor space now in the new building as before in both old and new.

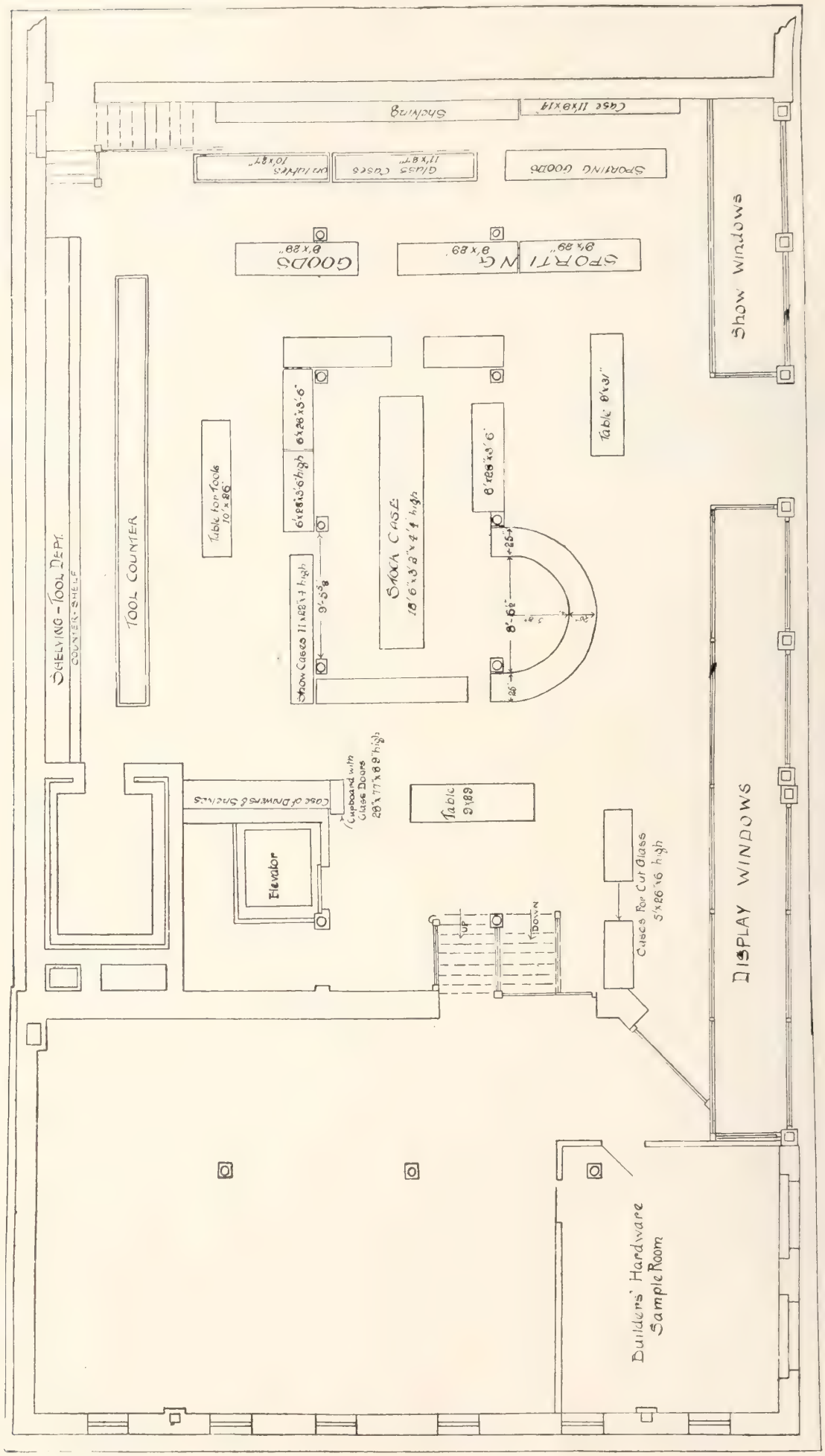
The outside appearance of the new premises, too, has been changed. That old red color, which for nearly half a century had been almost as much a trade mark as the padlock, has given place to one of a stone imitation; the Victoria street wall on the ground floor has been pierced and plate glass display windows installed—said to be the largest retail hardware windows in Canada—a hundred feet long; and later on a day and night illuminated banner sign will be added. A new feature to the windows is that displays may be made for inspection from either the street or store front, the displays being built up to the centre from both sides, this will save a customer unable to explain exactly what is wanted outside and pointing to the article in the window, for the same display can be seen from the inside.

Entering the store the customer finds facing him the display cases and counters of fancy hardware lines—cut glass, silverware, cutlery, brass goods. To the right, and occupying the entire south wall, is the sporting goods department; the east wall is given over to tools; and up on the half-floor on the left is the builders' hardware department. The ceiling on this ground floor being lofty a gallery has been erected extending out from the south, west and north walls, adding substantially to the ground floor space. That part of the gallery over the tool department is given over to the tools, not as is sometimes the case to reserve stock, but rather to the selling end. The part over sporting goods belongs to that department for the showing of guns. A commendable feature is the selling helps provided. Tables and chairs are set about where the prospective buyer may inspect the guns more leisurely than is possible over a counter. In fact the whole gallery will serve as a demonstration floor, where the customer may see the actual possibilities of the articles he is buying. Two stairways and the elevator lead to this gallery floor, in the centre of which, commanding a sweep of the entire retail departments is located the cash desk.

On the mezzanine floor to the north, and reached by a short flight of steps the builders' hardware department, one section of which will be turned into a demonstrating sample room for showing the various kinds of knobs, locks, catches, transom openers, etc., on windows and doors. Off this department is the new basement extending under the whole store. Here is located the paint department on the Victoria street front, and behind that the heavy hardware lines—bolts, wire, copper, brass and steel stocks.

The second, third, fourth and fifth floors are given over to the warehouse stocks, and on the sixth, or top floor, are the offices and the wholesale sample rooms, half the floor being given over to each. While at first it might seem that the retail department has encroached on the warehouse space, because of more convenient modes of storing the goods there is actually now even more wholesale space than before. The area of the present premises covers a space 167 feet by 60 feet.

One of the great improvements is that which the shipping department has undergone. Instead of, as in the old days, the wagons—one at a time—running into the warehouse and backing out again to the street, thus causing delay and some little confusion, the receiving room has been revamped to allow of a continuous procession of vehicles entering from one street and continuing on their journey via another. In fact the use now made of contiguous streets and laneways—which previously had been neglected—allows of two



A CLEVER IDEA WORKED OUT IN ARRANGEMENT.

Layout of ground floor plan of Rice, Lewis & Son's new retail store on Victoria Street, Toronto. In the basement are the paints and heavy hardware; on the mezzanine floor is the builders' hardware; and in the gallery are tools, guns and sporting goods.

separate entrances and two exits. It is possible now to unload two wagonns and load two others at the same time.

The receiving and shipping room is shaped like an L, one side of which is used for receiving and the other for shipping. The goods coming in are taken onto a floor flush with the floor of the wagon and transferred immediately to two freight hoists and sent to their respective departments. By a similar method the goods for shipment come from the assembling floors above by means of a "lowerater"—a spiral-shaped chute—to the shipping floor, where the parcels are grouped ready for sending out. This "lowerater" is a novelty in the shipping business, and is built on the plan of those chutes which are seen at summer resorts for the pleasure of children. By its use time and space are saved, as there need be no delay in waiting for the elevator, and the chute takes up no more space than does an elevator shaft, some ten square feet being all that is required. Under the receiving and shipping rooms are the storage vaults for nails and steel rods and bars, a special receiving window being constructed to take in this stock.

The newly arranged premises were opened on March 1, but all the improvements are hardly yet completed.

BUSINESS DOUBLED WITHIN YEAR.

The Steel Trough & Machine Co., Ltd., of Tweed, Ont., recently closed the best year in their existence, having increased their business 100 per cent. during 1912. They found it necessary during the year to largely increase plant and equipment to meet their constantly increasing business. The annual meeting of the shareholders was held on Tuesday afternoon, February 4, and in the evening the management entertained their shareholders and employees at a banquet in the Queen's Hotel.

Wilber S. Gordon, the president and managing director, was formerly in the hardware business in Tweed, and has developed the manufacturing business from small beginnings until to-day it extends from ocean to ocean. C. S. Bootes, their popular sales manager, has been made a director.

WALTER REID GOES WITH PEART BROS.

Walter Reid, a young man long and favorably known in the hardware trade of Toronto, left the other day for Moose Jaw, Sask., where he has taken a position with the Peart Bros' Hardware Co. in their branch store there. His particular duties will be appertaining to builders' hardware and the metal window sash goods of Hope & Sons, Toronto.

Mr. Reid is eminently fitted for these two branches of the hardware trade, having for six years been with the Aikenhead Hardware Co. and three years with the Vokes Hardware Co., both of whom specialize on builders' hardware.



Store front in new retail store of Rice Lewis & Son, showing immense display windows.

When they are Rice Lewis & Son expect to have one of the most convenient and up-to-date hardware establishments on the continent, for a great many labor and time saving devices are planned as well as a number of special features for display and demonstrating in the retail store.

The history of Rice Lewis & Son has a record of 66 years; going back to the establishment of the business at the old location in 1847. It has seen three generations of hardwaremen grow up with the trade. During all the period of business life the name has remained unchanged. Rice Lewis gave the store his personal attention during his lifetime, and after his decease Arthur B. and John Leys, and their executors ofter them, carried on the business up to four years ago, when the present management purchased the full capital stock of the company. A. E. Gilverson is the president, and R. C. Fisher is vice-president. Both Mr. Gilverson and Mr. Fisher have grown up from boyhood in the Rice Lewis store. With them on the board of directors are associated W. J. Lawson, F. E. Macdonald, J. W. McMillan and E. R. Kastner, the three former being with the company for about thirty years, and all being experts in the several branches of the business which they actively superintended.

PAGE-HERSEY COMPANY GETS FIXED TAX.

At a recent joint meeting of the Finance and Railway and Manufacturers' Committees of the Guelph City Council, representatives of the Page-Hersey Company were present and asked for a fixed assessment. They stated that work would be started at once on the new $40,000 extension to the present plant, where they will manufacture an entirely new line of goods, which will add considerably to the revenue of the Guelph Junction Railway. It was finally agreed that the city give the company a fixed taxation of $15,000 for the next ten years, exclusive of local improvement and school tax.

The Kingsdale Builders Supply & Hardware Co., Toronto, have obtained a charter.

The Catalogue House Issue

Details of Opinions Expressed at the Recent Conference in Chicago by the Retail, Wholesale and Manufacturing Interests

In a recent issue of the Journal reference was made to the conference which had taken place between the retail hardwaremen, wholesalers and manufacturers in the United States with a view to discussing ways and means of enabling retailers to meet the prices of mail order houses. Since then the National Hardware Bulletin has come to hand containing verbatim statements made at the conference by the different interests represented. As the subject is of so much interest to the hardware trade in Canada the statements are in part herewith reproduced.

THE RETAIL SIDE.

L. C. Abbott, president of the National Retail Association: "Seventy-five per cent. of the retailers are located in small towns and rural communities. Practically all of these dealers are dependent upon the jobber and his supplies. They cannot buy in large quantities; consequently they are forced to pay the long prices. These are the men who suffer most severely from mail order competition. We insist that they must be given the benefit of such prices as will enable them to meet their competition."



L. C. Abbott, who as President of the National Retail Hardware Association, has taken a strong stand against manufacturers selling to mail order houses at prices which prevent retailers from successfully competing.

"We are not attempting to dictate to any manufacturer or jobber what his policy shall be or how his business shall be conducted. All we ask is that the dollar of the retail hardwaremen shall buy just as much as the dollar of the other fellow who competes for his local market.

"We all agree that the jobber is a useful distributor in the hardware trade. The greatest stumbling block between the retailer and the jobber is this great price trade problem. We have studied that most thoroughly and believe it is one of the most essential features in producing business, though we admit that salesmanship, personality and service are strong factors. Some plan simply must be developed which will place the goods of the retailer so that he can meet competition and make a profit. At the present time I know the retailers as a class are not making any money."

Henry F. Krueger: "Advertising specialists and business men of broad experience all insist that prices shall be known in connection with all advertising, window displays, and other efforts to promote sales. Price featuring has become one of the fundamental laws of good retailing. But how can I make my newspaper advertising and window displays profitable by featuring prices much higher than catalogue figures, which I must do on many lines under present conditions?

"The retailers are the offspring of the jobbers. Representing the hardware retailers of this country, we have come to our parent for assistance in placing ourselves in a position to meet competition. If the jobber is content to turn us down by telling us to help ourselves, we can only report to our people that he has thrown up his hands and admits he can do us no good.

"You are always talking about the man who comes into our stores, and telling us why we should be able to sell him. The greatest loss that we have from our farmer customers in particular, is from those who do not come into the store, and who swear by and study the catalogues and do business with them. I must be able to price my goods in my catalogue, in my newspaper advertising, in my window, just the same as the same goods are priced in that catalogue.

"The man who is making the greatest trouble in the trade to-day is the manufacturer who sells ninety-five per cent. of his product through the retail trade and the other five per cent. through the mail order houses at prices with which the retailer cannot compete. The manufacturer who sells the bulk of his goods through catalogue channels and only a small portion through the retail trade creates no disturbance. It is the fellow who relies on us for his main outlet who is causing the trouble."

Treasurer Bogardus: "I have noticed that when the jobber and retailer get together we accomplish something. We are not here to quarrel. We are here to stand on a common platform and make the manufacturers understand that we must be placed in a position to meet competition.

"I have such profound confidence in the plan we have adopted that I am perfectly willing to try it out. I believe that after we do try it out the manufacturers of the country will realize it is a good thing and will stand at our backs. I think Mr. Jantz does not understand the retail men of this country if he thinks we are ready to jump on a man without giving him a chance to talk back. We never have done anything of that kind. It has always been the policy of the National Retail Hardware Association to get our ground thoroughly under our feet. It would be per-

PLATFORM OF WHOLESALERS AND RETAILERS

"That we, as distributors, wholesale and retail, assume the prices made by the catalogue and mail order houses are those at which manufacturers are willing their goods shall be sold to the consumer, and we feel that it is only just and proper that those who distribute to the consumer for the manufacturer shall be remunerated for the service rendered."

fectly absurd for us to jump on any concern unless we have the facts and give it a chance. That is no more than fair play. We want to give every fellow a chance. The method indicated by our resolution will probably be followed but it will not be abrupt, rude, ugly or hateful. We will try to be gentlemen even if we are in business. I believe business is a good, fair, honest competition. There is no sense in any of us undertaking to kill off or break down others. That is one reason we dislike the catalogue houses. It has been their continual effort to break down the retail trade of this country. What we want is fair play, and we propose to have it."

M. D. Hussie: "I have with me a bunch of reports from dealers in our state giving their lowest jobbing prices on certain lines of goods, which show that almost invariably the prices paid by them are about the same as catalogue figures. We are not finding fault with the jobbers, but finding fault with the conditions, and asking for a change. It seems to me the time is here when the dealer simply must say to the manufacturer or jobber who cannot make him a price to meet his competition, 'Gentlemen, I am up against a condition. I cannot buy from you because I cannot sell your goods to my customers at the established retail price and make any money.'

"You gentlemen criticise somewhat the dealer as lacking in salesmanship. Now I think I have some ability as a salesman, but if a man comes into my store for a well-known article for which I have to charge considerably more than the catalogue price, he takes it because he must have it at once, or goes away without taking it. We advertise for people to come into our store, and when we drive away one customer we have done more to hurt our business than anything we can do to help it."

Secretary Corey: "I have a list of 185 items which the small dealer cannot buy from his jobber at prices permitting him to compete for business. Quantity buying is hurting the jobbers as well as the small dealers. The small dealers are paying the long prices. One-fourth of the time of the average small country merchant is taken up in talking to travelling men. He is bookkeeper, collector and everything else. He is injured by over canvassing. Can there be any economies instituted in selling your goods?

"We have absolutely got to put the goods in the hands of the farmer at about the price he pays the catalogue people. The lowest advertised price becomes the standard all over the country.

THE JOBBERS' SIDE.

President W. D. Taylor, of the Wholesale Association: "The business of the jobbers is absolutely dependent upon the success of the retailer. If the retailer is forced out of business the jobber must go with him.

"If I was a manufacturer, looking at this matter as I see it now, I would try to do what was best for the large number of dealers who deliver my goods to the consumer. The retailer puts his good money into the manufacturer's goods, displays them in his store and offers them to consumers. Then the manufacturer goes to the jobbing trade because he knows it will cost him less to get his goods into the retailer's hands. The manufacturer does not ask me to sell his goods because he specially loves me. He does it for cold business reasons. Such being the case, he ought to be interested enough to give us a reasonable profit over and above the cost of doing business.

"If ninety-five or eight-five or seventy-five or even sixty-five per cent. of a manufacturer's goods reach the consumer through the retailer, the retailer is certainly the manufacturer's best friend. Why not give him a fair show?

Secretary T. J. Fernley, of the Jobbers' Association: "I want it distinctly understood that we don't object to the catalogue house buying goods. There is no mental reservation there. We simply take the position that we have a moral right to be placed in a position to meet that competition."

"It is none of our business why a manufacturer sells to the catalogue house. But it is our business to meet competition, and to give such information to our members as will best help them to do it. Our house is on fire, and we are going to call out the fire department to put out that fire right away. It is not very good argument for a manufacturer or anyone else to come along and say, 'Don't turn on the water; it will spoil the carpet.'"

THE MANUFACTURERS' SIDE.

Mr. F. S. Kretsinger, of the American Fork & Hoe Company: "I am in full sympathy with the retailers in their efforts to get the relief indicated. To my mind, the remedy, in the first place, is for you gentlemen to apply directly to the manufacturer whose goods are being cut by the catalogue houses, and try to straighten it out with them. Each man has a little different system of selling. It is impossible to get concerted action on the part of the manufacturer.

"I am in sympathy with the retailers to this extent, that never in my business career have we sold catalogue houses. We have never refused to, and don't even to-day. We simply have nothing to do with them. We feel it would be unfair to go to the jobber and invite his orders, and then go to the retailer and take away the trade which belongs to the jobber. It is even more unfair to ask these two lines of trade to distribute our goods and then handicap them by selling to the catalogue houses. That policy does not fit in our business."

Mr. Frank Baackes, of the American Steel and Wire Company: "You must have the jobber. You can't get along without him. Sometimes I wish I could. My experience of thirty-five years has taught me that the jobber is an absolute necessity for the proper distribution of goods. We have figured on that time and time again, but I know if we were to distribute our big lines ourselves we could not do it as cheaply as the jobber does to-day.

"My company does not sell to catalogue houses. I have said to their representatives: 'Gentlemen, I would like to do business with you. You have a fine credit. The reason I do not sell you is not because I don't like you, but because your policy and mine do not agree.' My sympathies are with the retailer, absolutely, and I am willing to do all I can for his advancement.

Mr. J. H. Jantz, of the American Wringer Company: "It is really up to the retailer to get a profit, by saying to his customer: 'Do you want to send to Chicago and wait a week or two and then perhaps have to send the shipment back?' I think an educational campaign to retailers will do more than anything else. I believe manufacturers as a rule are willing to co-operate in the way of creating better trade conditions for the retail trade, and I think much good can be accomplished by taking up specific cases with each manufacturer."

Window and Newspaper Advertising

Judging the Store by the Window

By N. Yenter

The live hardware dealer is appreciating more and more every day that the up to dateness and general character of his store are judged by his windows.

He has been very conservative in the matter of window display and at the risk of being a bit tactless I think perhaps it should be said that he has been so busy elsewhere in the store that when he has arranged a window fairly satisfactory to him he has allowed it to remain unchanged far too long. In the past, other lines have been more quick to see the splendid advertising value of good windows well located. Department stores have long considered their windows as among their most valuable advertising possibilities.

Even the very superficial inspection of hardware stores, however, will show that the window is coming into its own as an advertising medium, and that the value of frequent changes, attractively displayed is almost universally understood by the more progressive dealers. The dealer pretty well understands, too, that he cannot make a sufficient impression on the busy and indifferent passerby to induce him to come inside by a window display that shows a miscellaneous collection of skates, sprinklers, rat traps, etc., placed in the window without printed explanation or attractive arrangement. It is the spirit of the times to specialize and this is particularly true of window displays.

To dress an entire window to push the sale of one article (such as padlocks) results not only in selling the article at the time it is on exhibition (and selling other articles because a customer brought into a well-arranged store is very apt to see other things he wants), but it makes sales of padlocks long after the window has been changed to another product. Such a display can be planned to enable the dealer to show a good stock of various products without disturbing more than a few of his shelf goods. In the present instance he will require 24 padlocks from his stock, but the quantity of boxes on the right and left are supplied by the manufacturer as part of the dispaly and consist of eight folding boxes representing 199 padlock boxes.

HOW'S YOUR SHOW WINDOW?

It is often a matter of wonder and surprise that the retail merchant who is a stickler for attractive variety in the typographical appearance of his newspaper advertising, will pass his store window by, with never a thought to the sameness and humdrum hang of his window displays caused by the makeshifts to which his window trimmer is compelled to resort on account of lack of proper display equipment.

The gratifying results obtained from the use of modern fixtures, remarks an exchange, especially those that are adjustable or interchangeable, not only gives opportunities of accomplishing more interesting displays than are possible with a tack hammer and a meat



An effective paint selling window in the hardware store of Mark Tooze, 115 Roncesvalles Avenue, Toronto. The display is made up entirely of Martin-Senour paints.

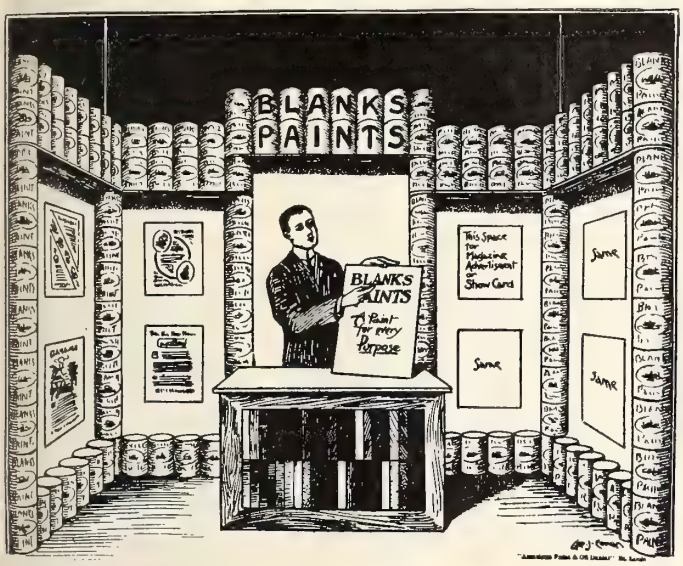
saw, but also saves time and destruction of goods displayed to an extent that will repay the outlay for a serviceable display equipment in a reasonable time.

A still more important value of fixtures that can be adjusted or interchanged is that through their use the entire effect of the window display may be altered so completely with each re-arrangement as to create an entirely different character to the store window appeal.

DEMONSTRATING PAINT IN THE WINDOW.

By George J. Cowan

We will show herewith, by means of an illustration and reading matter, how it is possible to put on a special advertising stunt in the show window that will



A demonstration in window.

bring any certain brand of paint that you handle, strongly to the attention of the public.

In the first place you will want to consider what you have to work with. Your deductions will lead you to the following results:

First, there is the paint itself, put up in attractive cans.

Second, there is the advertising matter sent by the manufacturer, such as show cards or "paddles," advertisements that appear in magazines and newspapers, etc., etc.

Therefore you will want to use both the paint and the advertising matter as attractively as possible in the window.

Our suggestion is that you use the paint in two ways. One would be to stack the cans up in an attractive manner, and the other to give an actual demonstration, in the window, of how the paint can be used.

We show in our illustration how the cans of paint can be piled up in the form of columns. These columns support three shelves on which are piled a solid border of two tiers of cans. The cans over the centre are covered over with white paper on which has been painted large letters one letter to a can, and the total number of cans spelling out the name of the paint.

A row of cans is also placed around the lower border of the background where it joins the floor.

The background of the window should be painted in a "flat" tint of the paint that is being advertised. This then is paneled off by means of the columns and borders of paint cans, leaving excellent panels in which to hang or paste the various advertising posters or show cards and the pages of advertising which the paint manufacturers may be using in the national and local mediums.

Next, get a table, bench or box, place it in the centre of the window and back of it place the man who will demonstrate the paint.

In front of this table can be placed one of the large framed assortments of color paddles gotten out by the paint manufacturer. This shows the passer-by a full range of all the colors in which the paint can be bought.

The man that demonstrates the paint can be dressed in a regular business suit, but he will create more attention if he is dressed in a regulation painter's outfit.

It should be the duty of this painter to paint on large sheets of wall board a few interesting combinations of color that would look well for room interiors, and in order to explain each operation and also tell of the advantages of the paint, he should continually change a series of cards that can be placed on an easel.

Where you do not care to have a man demonstrating in the window, it will be possible for you to have a dummy back of the table holding a show card and pointing to the name of the paint.

The balance of the floor of the window can be used for an interesting arrangement of paints, brushes and other accessories.

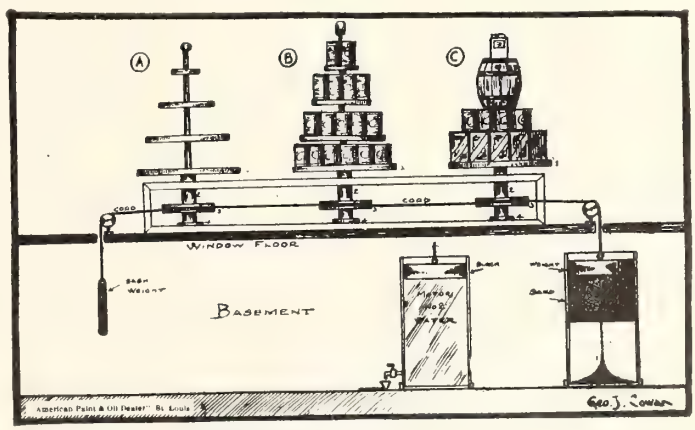
A window of this kind, made up entirely of the paints and advertising matter, need not cost anything for its installation, and will only mean a trifling bit of work.

The time that the real painter in the window devotes to the actual demonstration will be repaid a thousand-fold by the advertising it gives to the store and its paint department and the brand displayed.

SIMPLE MOTORS FOR PAINT WINDOWS.

A good many dealers are undoubtedly deterred from using motion displays in their windows on account of the difficulty of securing the necessary motive power at a moderate cost. Geo. J. Cowan, a writer in the American Paint and Oil Dealer, whereby motion displays can be placed within the reach of all.

The great fault with most mechanical devices, he



Sand and tank motors for windows.

says, is that they contain some feature that is entirely foreign to the merchandise or display, thereby absorbing all the attention for the mechanical display, while the goods are over-looked.

You can appreciate this should you see a window of ladies' garments and in the centre of it a mechanical piece showing an automobile race. This mechanical

attraction probably would interest only men and boys and they would become interested mainly in seeing which auto would win the race, paying no attention whatever to the merchandise to be sold.

The accompanying sketch shows a plan for an easily made mechanical window scheme that can be used by anyone and will prove a winner, as there is nothing about it to detract from the merchandise on display. Better still, it calls special attention to and assists in showing paints, etc., to the best possible advantage. It is simple in construction and inexpensive in placing. In fact, the person in a small town has many advantages in using this device, as it is made of materials that can be more quickly secured in smaller places.



A simple yet striking display of paint, brushes, etc., in the store of H. E. Jarman, 40 Dundas St., Toronto.

By studying our sketch you can readily see that the object of this device is to secure a slow, revolving motion of the stands. As an illustration we will take the stand on the left. It can be gauged to revolve once in every half hour, for the persons who have seen one side of the display are very likely to see another part in passing the store again, or they may wait, and study the various articles on the stand as it revolves.

If the platform is set to revolve very slowly, the passerby hardly notices the movement and therefore in looking at the window an hour later, he wonders what has brought about the change.

If the motor attachment is gauged to revolve the stand more rapidly you can pile up a uniform arrangement all the way around the platform; but where it is gauged to revolve very slowly it is best to have as definite a change as possible all the way around the circumference of the grouping.

By referring to the drawing you will notice A represents a set of circular shelves built in pyramid form. B shows how paints can be arranged on these shelves. C shows merely the bottom platform with the three upper shelves and the standard taken off. You will notice here that there is first a layer of five-pound packages of calcimine, next a layer of paint cans, then a keg of lead, and on top of this a can of varnish. This simple platform really allows for a much greater latitude of trims than here explained.

A frame of wood of good heavy material is first made, in which is placed a shaft and a pulley (see Figs. 2 and 3). This shaft should rest in a disk, marked Fig. 4. At the top of the shaft the various platforms are built. Now a cord is run once around each pulley at 3, and then over a small wheel at each end. At this point both ends of the cord drop into the basement through a small hole bored through the window floor. One end of this rope is connected with a small weight (a light window sash weight will answer) to hold it staunch. The other end is connected to a heavy weight which rests on the motor.

The sand motor is made of a barrel with a partition in the middle, through which a small hole is bored to regulate the flow of sand. The size of this opening regulates the speed of the motor. The barrel should have a lid for each end, so that when the sand has passed from one compartment to the other the weight can be lifted out and the barrel reversed and the weight placed on the sand again. It works on the same principle as an hour glass. However, care must be exercised to securing good clean sand, thoroughly dry and free from lumps, otherwise the opening is apt to clog and stop the display.

Motor 2 shows a similar arrangement, which will answer in moving a display of this character. It is described as follows:

A barrel is filled with water in which floats a heavy wood block, the water is drained through a faucet into the outlet or it can be led into another barrel and the water used again. The weight or block should be connected with the cord and floated in the barrel as illustrated. As the water slowly drips out, the wood weight falls with it, drawing the cord and slowly turning the stands. In displaying merchandise with this scheme, the framework and mechanical arrangement should be hidden as much as possible by placing merchandise in the foreground.

IMPORTANCE OF WINDOW DISPLAYS.

Many hardware merchants do not appear to realize the full value of window displays. They are too often content to have a few staple lines placed in the window with but indifferent attention to arrangement and effect. So long as some fairly seasonable lines of hardware are included, they think that everything necessary has been done.

It should be realized that an effective window is a splendid advertisement. It impels people to stop and look. If they see something there that they want, it is just a step to the door and their resolution has no time to cool. On the other hand, newspaper and circular advertising—though undoubtedly effective—reaches people in their own homes. It is generally a case of waiting until next day to put into effect a resolution reached to buy some article that has been advertised thus. The window, then, has this one great advantage; it presents its arguments at close range. It has another advantage, in the fact that the goods themselves are shown and the argument is likely, therefore, to be more convincing.

Hardware dealers have such an infinite variety of goods in their stock that the arrangement of effective windows should not be a matter of much difficulty. Not only can frequent changes be arranged, but each display can be made up exclusively of one line or one branch of the trade. One week builders' hardware might be utilized. A display of paints could follow, then a showing of cutlery and so on. Variety, which is the spice of life, is the secret of success in keeping up interest in the window displays of one particular store. No line of goods should be neglected.

PRICE TICKETS NOT USED ENOUGH.

Price tickets are always an all-important consideration. We again state that a window showing is made to sell goods, and nothing could help bring about this result quicker than prices in plain figures. No store uses price tickets enough anyway, or will, until one is on every item.

EXPENSIVE FIXTURES UNNECESSARY.

Large windows and expensive fixtures are nice but not necessary for the average store. And the simpler the display usually the better. Simple displays produce better results, because a person attracted will have his attention focused on a few things rather than a host. A most lasting impression is created.

WINDOWS HELP HOLD HOME TRADE.

The certainty of results from show window service make it important that our country merchants wake up to this fact. It is more a matter of necessity than choice. The best and the only way we know, to keep trade home is to keep pounding away for this trade, and the more of the city store's tactics one can use, the better.

There is great satisfaction in a piece of window trimming one has done, especially when the response comes rolling in in the shape of increased sales.

Once a week is seldom enough to put in new window trims. In live towns, where competition is keen, oftener than that is sometimes necessary.



Splendid treatment of tools in window display made by Mills Hardware Co., Hamilton, in their Barton Street store, showing what can be accomplished by taste of window dresser. Note also interior display boxes showing through upper half of window, which floods daylight into store. The window display is made up of Stanley tools, Yankee tools, Brown & Sharpe tools, Starrett tools, Peck, Stowe & Wilcox tools, Disston saws, Plumb hammers and hatchets and Pike grinders.

Retail Hardware Advertising

Some Suggestions and Examples for Progressive Merchants

ADVERTISING THE PAINT DEPARTMENT

By O. C. Harn

The first question to answer for the benefit of any dealer who may be skeptical on the whole subject of advertising is: Why advertise at all?

To answer this question with another, why should you have a ground-floor? Why not be a "third floor back?"

Why pay high rent for the store where you are when you could have the same floor space so much cheaper on a less prominent street?

I'll let the old darkey answer:

It was coming on Christmas time and the old negro prayed: "Oh, Lord, send dis po' ole niggah a turkey."

But no turkey came. The next day he prayed again: "Oh, Lord, please send dis po' ole niggah a turkey."

But no turkey came. Finally after repeated unanswered prayers of this kind, the old darkey in desperation, or new-found wisdom, changed his prayer and said:

"Oh, Lord, send dis po' ole niggah to a turkey!"

And, that night being dark, the po' ole niggah's prayer was answered.

So it is with the dealer. You should not be satisfied with the custom which comes by accident to your store. A certain number of people will pass it wherever it is located. You must take your store to the remainder.

You do this when you move from the obscure street to the prominent street where more people pass. But still you don't take it to as many as you might. Take it to those whose ordinary business does not call them past your store. How? By advertising!

What method shall we adopt? for there are many. It depends on conditions and your purpose. It is like the man in the barber's chair. Over his prostrate, helpless form the solicitous barber leaned and asked:

"How does it go?"

"What is the operation?" the victim replied. "If you are skinning me it goes fairly easy, but if you are shaving me it goes darn hard."

Your manner and method of advertising depends first on whether you are trying to reach the house owner or the painter, each of whom has a different object in buying paint. Further than that, in the house-owner's family you may appeal either to the man or to the woman.

To the man, durability, the detail of superior spread of the paint which leads to economy, will appeal. The woman, on the other hand, will be more easily attracted by considerations of appearance and the superficial side of economy, such as cheapness of first cost.

You will reach the painter best by showing him what he can do the best work with. He is a manufacturer. He buys raw materials, white lead, linseed oil, colors, etc., puts labor upon them and turns out a painted building. He does not care for the paint materials for themselves. They are a means to an end. His interest is in a sense similar to yours as a dealer. The selling points are more important than the using points.

The selling points and using points frequently coincide, but not always. Let me illustrate: Suppose that I take you to one of our factories and show you how white lead is made. We start in at the very beginning with the testing of the pig lead to see if it is of the required purity (copper, silver and even gold are impurities and must be thrown out). You see the lead cast into buckles or discs and stowed away in the stacks where they are corroded by acids into a white powder. This process requires from three to four months. You will see this corroded lead coming out from a stack and will follow it to rolls and screens and then to burr mills, where it is ground fine under water,



This ad. is not only striking but it is well written, and gives a good talk on paint. Original was 6½ by 10 inches.

screened through the finest silk bolting cloth, dried, then mixed with linseed oil into the paste which you sell over your counter.

Now, you have seen the process and are satisfied that it is all pure lead, excellently well made and if you wanted to use some on your own house I might put some in a nail keg or tin pail and you would take it

as willingly as if it were packed in our usual steel kegs.

But how about it if you wanted to sell that white lead again? Different story, isn't it? You don't want to stop and explain to a painter or a house-owner that, while the lead is in a nail keg or water pail, it is absolutely pure because you saw it made. You want the advantage of our regular package with the brand on the head and the Dutch Boy on the side; because you know these things will make the customer accept the lead without any argument or waste of time.



Note that the ad. is run in conjunction with window displays. This is a good idea. Original 4⅜ by 6 inches.

Here is a case where, for you as a dealer, there is a selling point outside of and apart from the using point or intrinsic value.

Keep it in mind when you are advertising. The fact that an article is well advertised by the manufacturer is frequently a good reason for you to stock it and advertise it yourself. The work of selling it is already more than half done.

What shall be the mediums of our advertising story—through which we shall take our store to the people?

First, newspapers, by all means.

Second, various kinds of advertising by mail.

"But newspaper advertising is expensive," I imagine I hear someone say. That's a mistake. There are undoubtedly some merchants who, on account of the limited neighborhood character of their business, cannot use their city newspaper. I do not envy them. They are badly handicapped.

Just a few words on your direct-by-mail advertising. Make your printed matter good, in what you say, how you say it and how you dress it. There is waste in this kind of advertising as well as in newspaper advertising. The wastepaper basket is always hungry and few people starve it. Only the good stuff escapes it.

Before taking up the question of copy and other considerations let me drop a word parenthetically as to your attitude toward your advertising. Don't expect every advertisement you use to pay for itself in sales of the particular article you mention in that advertisement. No local advertiser expects that. Sometimes by reason of special timeliness or special price, it may do so, but that isn't the usual thing. Advertise to build your business. Your paint advertising, if done properly, will help your other lines, if you have other lines, and vice versa.

Newspaper copy. First of all I should say let it be informing. So much advertising tells so little. It seems to follow the idea of the wit who defined language as "a means of concealing thought."

Next, let your advertising be interesting. The two are not the same. It is possible to give information in a deadly dull way.

Paint is an older story than any of these. Make your copy interesting. You must do it to succeed.

Shall the advertisement be short? I am reminded of that old, old story of Lincoln's legs. A wag sought to tease him about his long limbs and asked: "Mr. President, how long really ought a man's legs be?"

"I have never given the question much thought," Lincoln drawled in reply, "but I should say, long enough to reach from his body to the ground."

Printers' Ink paraphrased this reply when it said an advertisement should be long enough to reach from the goods to the consumer.

To try to limit an advertisement by an inch rule is foolish. Tell your story. Quit when you can no longer hold your reader. My theory is that a dull sentence allowed to slip in will do more damage than too great length. That dull sentence may cause a chasm which the reader will not leap.

Space need not be large and expensive. Put brains in a small space and you may often tell your story better than in a large space. But brains are more expensive to buy than large space, therefore many advertisements have large space in lieu of brains.

If you need big space use it. If you don't, don't.

Programs are always costly on the basis of the price per thousand of circulation. They are not read and if offered to you on the basis of helping some cause, you cannot afford the graft.



This ad., which was run by an American dealer, doubtless reminded many people that their house did need a coat of paint.

Have a regular plan and stick to it. Hammer one nail home. Don't buy every advertising opportunity that comes along, even if it looks like a bargain.

Should the dealer use manufacturers' advertising?

By all means, if it is good. But use it as a help to your own. Stamp your own individuality on the campaign. Do everything you can to appropriate to your own benefit the money the manufacturer is spending to advertise and popularize his own goods. But give it a turn to your store always. Make it yours. Digest it. Use the cuts he sends you; use even the wording sometimes,



An attractive ad. run by Rice Lewis & Son. Original was 4" by 6½ inches.

but assimilate the thought and use it again in your own way.

Distribute his booklets, but also make your clerks read them. It will give them new selling power for you.

Use the manufacturer's signs and window displays. They cost you nothing, and if the line of goods is worth letting into your store, it is worth letting out again.

The best place to get the live copy for your own advertisements is on the floor of your store. Find out what your customers say. Answer in your advertisements the questions your customers ask in your store.

CLEAN UP SALE WAS OMITTED.

F. I. Fletcher, at a Sphinx club dinner in New York, told an advertising story.

"A man," he said, "entered a shop one bitter cold day and bought a woolen muffler. When he opened the muffler he found inside it the photograph of a beautiful girl, together with a note saying:

" 'If you are single, please write to me.'

"A name and address followed, and the man smiled. He was single, and he put the photograph on his sitting room mantel. There, every evening, looking up from his book, he beheld it. It was very beautiful, and in a week he has fallen head over heels in love.

"So he wrote to the girl. Another week passed, a week of anxious nerve racking suspense. Then the love sick man received the crushing letter:

"The Mary Smith to whom you wrote was my grandmother. She died nine years ago, aged 86. Yours truly.'

"Our heart-broken bachelor, on looking into this strange matter, found that he had foolishly bought the muffler from a dealer who didn't advertise."

COUNTRY MERCHANT IS NEXT.

Newspaper advertising costs money, so do catalogues —and in comparison the former is far the cheaper. With it, and the fact that a telephone or mail order secures immediate delivery, that the merchant is there to make good all mistakes, the parcel post does the rest.

Any country merchant who, having this new convenience, lets a catalogue house beat him, is not wise to his advantages. He is nearer his customers; he has better agencies of publicity; he is there to answer for all his sales; he has a less overhead charge and if he can't sell as cheap as a catalogue house can, he can sell as cheap as any of them do, for their profit margin is not close and many a buyer who patronizes them wishes he hadn't.—Duluth News Tribune.

ADVERTISE IN LOCAL PAPERS.

Besides the personal touch to induce business, do a little advertising in your local paper to help out the co-operative plan of the maker. Make displays of the matter sent you by your principal. Give practical demonstrations. Enclose color cards in the merchandise sent out from the store, and also in your mail.

Instruct your salesmen how to sell paint; tell them



This ad. has many points of commendation. It is well written and well displayed, but the illustration herewith printed is only about one-fourth the size of the original, is not as striking as the latter.

all you know and have the manufacturers' salesman tell all he knows. The manufacturer will back you up. And, lastly, put your paint stock near the front of the store. It will brighten the appearance of your store, as it makes an attractive show, and will help in making sales the whole year round.

Canadian Hardware Manufacturers

Men who are helping to build up the manufacturing industries of Canada.

ADAM TAYLOR, the first vice-president of the Canadian Hardware Manufacturers' Exhibitors' Association, is the secretary-treasurer of the Taylor-Forbes Company, Limited, Guelph, and a Canadian by birth and conviction. He is an enthusiastic member of the manufacturers' organization and never misses an opportunity of boosting the association and the "Made in Canada" principle it stands for.

Back in 1870, in the early days of the new Canadian confederation, twin brothers were born in Belfast, Ireland. Together John M. and Adam Taylor played through childhood and grew into manhood, entering the radiator business with the old Toronto Radiator Company, John M. becoming general manager and Adam, sales manager. The Toronto Radiator Company were the first to manufacture radiators on a large scale in Canada and Adam Taylor was the first salesman to call upon the trade throughout Canada to introduce radiators and explain the new system of steam and hot water heating.



ADAM TAYLOR, Guelph.

During the fourteen years, from 1888 to 1902, the Taylor brothers devoted their energies to the heating business, the Toronto Radiator Company expanding into the Dominion Radiator Company, with John M. Taylor as general manager, directing his attention to the study of improvements, costs, and other problems of factory management, while Adam Taylor, as assistant manager, concentrated upon the sale and distribution of the products.

Eleven years ago, in 1902, an opportunity for a wider sphere of activity presented itself, the death of A. R. Woodyatt at Guelph, having left the old firm of A. R. Woodyatt & Co., manufacturers of hardware for about forty years, without a head. A new company was formed to take over the business, John M. Taylor becoming president and general manager. George D. Forbes, a silent partner in the Woodyatt company, became vice-president, and Adam Taylor, secretary-treasurer, looking after the buying and selling departments.

Nearly forty years ago A. R. Woodyatt invented the first open wheel lawn mower ever made in America, and from the beginning made then, and the experience gathered during two generations, the enormous business now done by the Taylor-Forbes Company in lawn mowers and other lines of hardware has been built up. Sewing machines were also made in the early days, but this line was discontinued, other products being added, such as parlor and barn door hangers, floor hinges, screen door hinges, sash pulleys, door sets, mangles, washing machines, etc., and altogether nearly two hundred new lines.

Shortly after the organization of the Taylor-Forbes Company a radiator plant was added to the company's business, John M. Taylor having been fortunate in adding to his knowledge of the manufacture of heating goods by being selected as an arbitrator in several disputes between the foundry owners and workmen in the United States, his duties requiring a close study of the factory costs and methods of manufacture in many of the largest and best equipped industries in America. The Taylor-Forbes plant, where "Sovereign" boilers and radiators are made now covers several acres of ground, and in ten years' time has grown to be as large as their hardware manufacturing plant.

Being the largest manufacturers of hardware in Canada, the Taylor-Forbes Company were one of the first to respond when an invitation was extended to hardware manufacturers to exhibit their lines to the retailers attending the convention of the Retail Hardware Association at Hamilton, in 1909.

Having such a varied line, and selling exclusively through the jobbers, the Taylor-Forbes Company recognize the advantages to be gained by coming in contact with the retailers at conventions, they being able to demonstrate new lines and show the superior qualities of their goods much better than can be done by the jobbers' salesmen who sell from catalogues and, too often, recommend goods because they have the merit of being low priced. They also appreciate the opportunity of conferring with the retailers regarding their goods. In many cases a consumer will complain to a retailer about the quality of material used or the style of manufacture of a certain article, but the complaint will never reach the factory. Very practical suggestions are often received by manufacturers from retail customers at hardware exhibitions.

As members of the Canadian Hardware Manufacturers Exhibitors' Association, the Taylor-Forbes Company are aiding in the work of making the merit and high quality of Canadian made hardware better known. By showing their goods and demonstrating them at hardware conventions, they are doing more practical work in the interests of retail hardwaremen individually, and Canadians collectively, than are the wholesalers who induce their customers to buy foreign made goods because the price is lower.

An example in point is one referred to by Vice-President Ireland, of the National Retail Hardware Association, at the Hamilton convention two months ago. An Ontario hardwareman, in placing an order for locks in February, was advised by his jobber not to buy Canadian made goods. "We can sell you S—— locks at a much lower price," the salesman said.

"In buying S—— locks you are buying from a manufacturer who is not dealing fairly with the retail hardwaremen in the United States. They sell the bulk of their output to the mail order houses in the States and are thus able to dump their surplus products on the Canadian market at reduced prices," said Mr. Ireland.

While price is usually the deciding factor in every purchase, the better understandings resulting from the

organization of associations by hardware retailers, jobbers and manufacturers, and the demonstrations of Canadian made goods at hardware exhibitions must result in an increased demand for home products and a corresponding decrease in the sale of imported goods.

It is a well-known fact that Canadian manufacturers who produce for sale through the retail hardware trade make a higher quality of goods than are turned out by the large American manufacturers, who manufacture lines for sale through mail order houses. Just as "price" is the drawing card in catalogue buying "quality" is the best argument for retailers to use.

Retailers who build on the "quality" foundation should, therefore, attend on the "quality" foundation and visit every factory they can in order to know as much as possible about the goods they sell. And, having this knowledge, they should insist on specifying the kind of goods they want and see that some other "just as good and a little cheaper" line is not substituted.

QUICK WORK, THIS

A striking example of quick work is shown in the organization of the Richards-Wilcox Canadian Co., Limited. It was December 10 last when the decision was first reached by the parent company to establish a Canadian company, and within three months time, after investigating leading factory towns from Windsor to Montreal, the plant was located at London, machinery installed, and the plant actually running and producing goods before the first of April. There are many things in their line that are not made by any other factory in Canada, and it is their expectation that the sentiment in favor of the Canadian made goods will turn a great deal of business their way. Some of the company's products are manual training benches, woodworkers' vises, pipe and ratchet wrench, folding steering sleds, wagon jacks, wire fence stretchers, auto luggage carriers, screen-door catches, sliding-door locks, door holders, expansion bolts, stay rollers, corner irons, foot scrapers, and steel hatchets.

An organization meeting of the Canadian company was held on March 20, when the following officers were elected: Wm. H. Fitch, Aurora, Ill., president; Alexander Thurber, Montreal, vice-president; Wm. R. Yendall, London, Ont., secretary-treasurer and general manager.

TWO FIRMS ADOPT CASH SYSTEM.

The two hardware dealers in Drayton, Ont., namely Patterson & Hilborn and O. B. Henry & Co., adopted the cash system on January 1st last. The matter was under contemplation for about four years before being finally put into effect.

"We hope," writes Mr. H. E. Patterson to the Journal, "that this information will be of benefit to many other struggling hardwaremen whose usefulness in trade is continually hampered by overwhelming credit business.

"Both hardware stores here have adopted a strictly cash system, and with Chalmers Bros. west of us 10 miles, and Brocklebank, Ltd., north of us 10 miles, we are certainly finding it a success."

Richardson & Rae have sold out their hardware business at Wingham, Ont.

A curator has been appointed for the tinsmith business of J. E. Lasalle, Joliette, Que., and the assets will be sold.

CANADIAN HARDWARE RETAILERS WORTH KNOWING



W. F. Macpherson, first vice-president and secretary of the Advisory Committee of the Ontario Retail Hardware & Stove Dealers' Association, certainly does not look it, but has had twenty-nine years' experience in the retail hardware trade.

For seventeen years he was in the employ of R. W. Ross & Co., Prescott, and for twelve years has been in business for himself in that historic town on the St. Lawrence River. But despite the fact that he has stuck in the one town, he hasn't become moss grown, he being one of the first to recognize the need and value of a retail hardware association in Ontario; and there are few who have secured greater benefit from attending the annual conventions.

With R. W. Ross & Co., Mr. Macpherson passed through the various stages, from a junior clerkship, to having charge of sales, purchasing and office departments, receiving a good grounding in the business to which his inclinations are always turned, and which, as time goes on, presents greater fascinations for him.

In Prescott the trade is with the farming community, and in addition to general hardware lines, Mr. Macpherson has made a specialty of supplies for the farmers' trade, having a large sale for seeds and fertilizers and kindred lines. He has also made a hobby of electrical lines, being secretary of the Board of Trade, and an active worker in extending the electric system in his town.

"I have always endeavored to keep abreast of the changing methods of doing business," writes Mr. Macpherson, "and six years ago, in response to a circular from the secretary, I joined the association and attended the convention held in the Palmer House, Toronto. At that meeting I thoroughly enjoyed the discussions which arose from the Question Box, and profited to such a degree that I resolved to attend future conventions, and have done so ever since. The acquaintance then made with brother hardware men has since ripened into close friendship, and the exchange of business ideas has proved a great gain to me.

"With the advent of the exhibitions, now so successfully carried out, and which attracted many manufacturers, sales managers and travelers, my interest grew and a personal acquaintance with them has been beneficial and added much to the pleasure of doing business.

"After each convention, I return home with renewed zeal and determination to improve my business along lines drawn out in the conferences, and adopt new methods which other dealers have found advantageous.

"I hope to see the association grow, until the membership roll will cover every live hardware man in the province—which end I believe attainable."

Business and Store Management

A HAMILTON STORE AND ITS METHODS.

The two cuts herewith shown are window and interior of the store of Webster Hardware, Hamilton. The two pedestals shown in the window were kept constantly revolving by a small electric motor. On the base of pedestal were four cards, each one worded differently. The centre picture was lit at night only by an electric flasher.

"We find moving objects in the window to attract passersby," said a member of the firm. "It is our opinion that for the retail store that is located some distance from the centre of the city that an attractive window changed each week, the distributing of hand bills, and the giving over the counter of advertising matter supplied by the manufacturers of goods we handle, to be the best medium in reaching the people.

"We practically run a cash business. In other words our credit sales are so small and with the discouraging of giving credit, we find people's opinion of us to be that we are practically selling for cash.

"As we are doing business in a residential section, we are compelled to handle a varied assortment of other lines beside hardware, such as tinware, graniteware, gas goods, woodenware, brushes, brooms, even to gas and coal stoves, though with limited space we cannot handle many stoves—only a sample of a few good lines.

"We find it profitable to keep open nights, as many people that cannot get out in the daytime, or workmen to get away during the day from their work, get an opportunity at nights. In the summer months we are open at 7 a.m. and close at 9 p.m., and during the winter months from 7.30 a.m. to 8 p.m.

"We find tables partitioned off in small compartments with articles ticketed with price cards, to be the means of getting rid of many small things that would not be noticed nor could be shown to advantage, unless it were for the tables."

CLEVERLY ARRANGED PAINT BRUSH DISPLAY.

The convenience of patron and clerk are catered to in the arrangement of stock in the paint department in the Mills Hardware Co.'s King street store at Hamilton. In fact all the departments of the store are economically arranged and to the best advantage. Drop signs from the ceiling, illuminated at night, serve as markers by which the customers can see immediately just where the goods he wants are stocked. In the paint department, suspended from the ceiling, are the color demonstration boards; the counter is given over to a brush display, as also are the counter panels in front; and on the shelves behind is the paint stock. The relation of one to the other is complete, and at a glance the whole department's stock is seen.

The special feature of the department, however, is



Neat and effective paint window display in Webster's hardware store, Hamilton.

the brush display rack on top of the counter. Bearing a strong resemblance to the rack placed upon the dining table on a ship at sea, it is a top containing a series of open boxes in which the brushes are placed, each compartment being set at a price, the inner side is slightly elevated so that it dips towards the outside of the counter giving a better chance to view all the brushes at one time. Under the rack at the back of the counter the space is utilized for storing color cards, thus, at all times, is the department orderly and the



Interior of the Webster hardware store, Hamilton.

stock neatly arranged. There are several other space-saving features about the store, but this rack is a clever idea. It is easily cleaned, can be lifted off the counter and stored away, or can be used for the display of other goods when paints and brushes are not in season.

CATERING TO THE POULTRY TRADE.

Getting after the poultry trade is one of the chief features of J. C. Boniface, hardwareman and tinsmith of Hamilton, and his store at 57 John street south, of that city, is somewhat of an emporium for poultry fanciers. Himself a lover of fowl he has catered some little to that end in his business, and being of an inventive turn of mind has been rigging up devices attractive to the amateur poultry fancier. His latest attempt in this respect is a 10-pan oatspouter, which will feed 100 birds and keep them going, the machine spouting out just the right quantity of oats into a pan. He has other utensils for the chicken line which, while not so new as the oatspouter, are novelties in the poultry business. If successful with his latest contrivance Mr. Boniface intends making the feeders in quantities and selling them through the hardware trade.

A LESSON IN HAND WOOD TOOLS.

The Montreal hardware merchants, their employees, and the students of the Montreal Technical School listened to an entertaining and instructive lecture on "Hand Wood Tools," given in the auditorium of the school the other evening by Mr. F. B. Mitchell, of the Stanley Rule & Level Co., of New Britain, Conn.

The lecture was profusely illustrated by stereopticon views of the tools described, and other objects of interest.

Its purpose was to bring to the attention of those present many new and ingenious tools of recent invention, and to arouse an interest in the entire line by telling in an informal way many things about these tools and their manner of construction and use that could not well be included within the limits of a trade publication.

A feature of special interest was the tracing of the evolution of the plane from the earlier and cruder forms in which it was known to the ancients, down to its latest development as exampl'ified in the Bailey and Bed Rock planes of to-day.

After the lecture, which was well received, a practical demonstration of the actual work that could be done with the tools described was given, which was especially interesting and valuable to the students.

SUCCESS IN MOTOR SUPPLIES.

W. C. Stearman, hardware dealer, 546 Granville St., Vancouver, gives some attention to automobile supplies. In a letter to the Hardware, Stove & Paint Journal, he says:

"Our idea is, if we have a new line like that, to both advertise it and make a window display of it at the same time, and, as this was a new auto brush and a good one we took the same plan and it worked out well, as we sold about $50 00 worth of this line alone in the first two days and the sale is still keeping up well.

"We carry nothing in the auto line excepting polishes, dusters, chamois, etc., and have a very fine trade in the above, and in fact our store is known to have almost any kind of auto polish made, and if we have not



One of a series of ads. run by Mr. Stearman, a Vancouver hardwareman, who makes a success of motor supplies.

got it we will get it regardless of cost to us and no expense to the customer."

The accompanying illustration shows one of the series of advertisements of automobile supplies which Mr. Stearman ran in the local daily papers.

RETAILERS AND FACTORY SUPPLIES.

By A. M. Watts, St. Catharines

At the recent convention held in Hamilton a discussion was started on the desirability of the local hardware man cultivating the factory trade in his home

town and the matter is worthy of serious consideration.

It is well understood that most factories buy their goods in large quantities and on very favorable terms. Yet there are many opportunities open to the local retailer to obtain quite a satisfactory volume of business for articles which may be needed in a hurry or which the factory may not keep on hand in their store room.

This business, if looked after, will amount to considerable in the course of the year, and the good will of the manufacturer once gained will undoubtedly often lead to enquiries for other goods in larger quantities.

The value of such trade lies in the fact that the account is generally promptly paid at the end of the month and is secure, besides often enabling the merchant to buy his goods in larger quantities and therefore to better advantage. I am convinced that many factories send away for goods and pay express charges when they could do equally well at home if they were made aware of the stock which the retailer carried on hand.

These are some of the reasons which suggest themselves to me why the merchant should endeavor to cultivate this class of trade.

A BOX SALE.

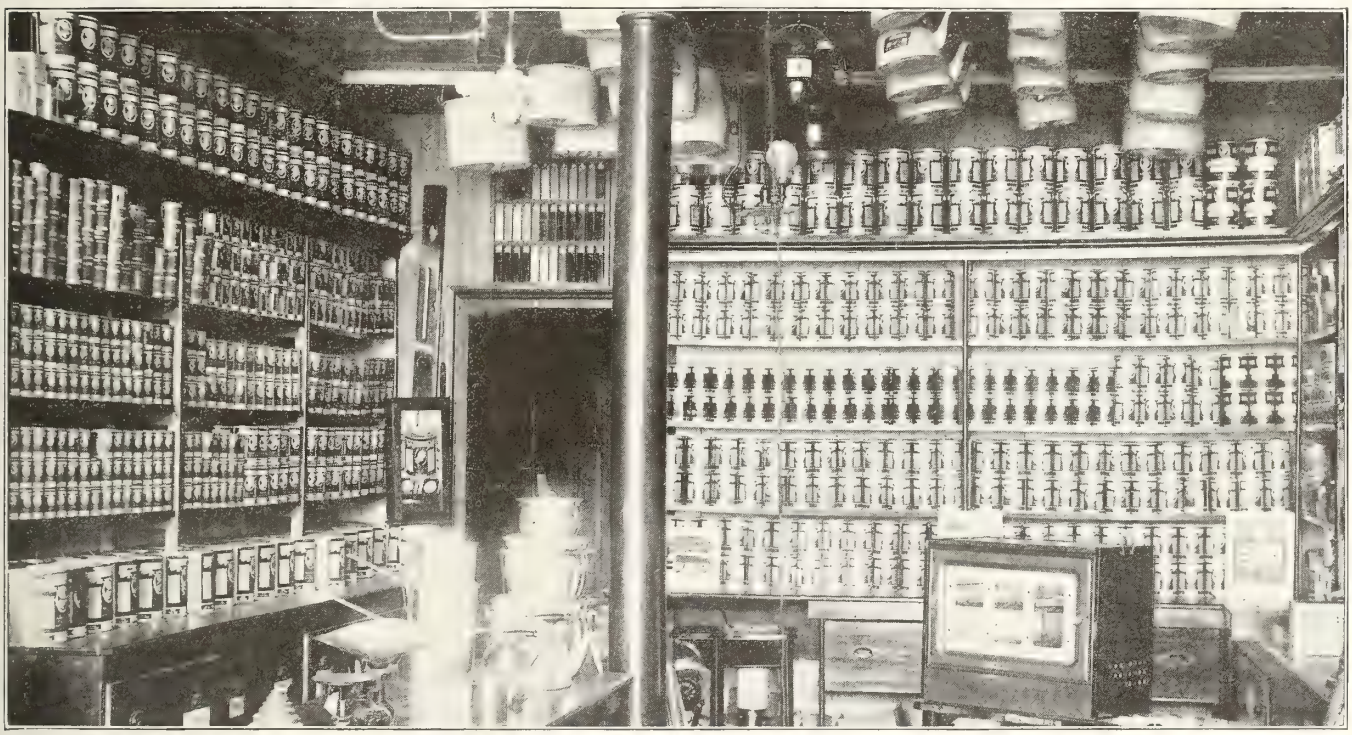
A retailer in a western town holds once a year what he calls his annual box sale. He has several hundred small and cheap boxes which are rather difficult to open, and in each one of these boxes he places a circular advertising his exceptional February box sale. These boxes he has distributed to the district adjacent to the store and they succeed in attracting a great deal of attention to his sale.

For this sale he takes from his stock all the odds and ends and "stickers"—or rather the worst of them—together with enough goods to keep the sale interesting and places them in the boxes, each box marked with some indication as to what is contained therein as "this doll," "five yards of lace," "lap robe," "one fancy whisk broom," etc. The boxes are placed in one big pile with a big sign on them, "Your Choice, 25 Cents." Of course no one is allowed to open the box, but every box contains, of course, a 25-cent value. Some of them contain values far beyond the 25-cent limit.

This merchant finds a sale of this kind not only exceptionally interesting but satisfactory from a profit standpoint.

SELLING COSTLY WOODWORKING MACHINES THROUGH DEMONSTRATIONS

Kent, Garvin & Co., hardware dealers, Hamilton, recently held a demonstration of Elliot woodworking machines, which proved very profitable. They invited 150 local builders, architects and carpenters to their store one day, making the announcement that a demonstrator would show the capabilities of the machines. One of these was placed in the window, in working order, and during the whole day the sidewalk in front was blocked with people. Inside were others set for the inspection of the guests. As a result of the day's exhibition, ten machines were sold. As the machines run from $200 to $350 in price, it is practically impossible for a hardwareman to buy these for re-sale outright, so the manufacturers make one hardwareman in the larger centres sole agent for his district, and then help him make sales through these demonstrations, the hardware dealer collecting his commission on sales. So far, Kent, Garvin & Co. have sold thirty of these machines in Hamilton.



Neat, orderly and convenient arrangement of Pinchin, Johnson & Co.'s "Minerva" paint in hardware store of J. E. Livernois, Ltd., Quebec City.

Samuel Wills & Co., Bristol, England, will establish a branch house to handle paint and varnish in Edmonton and the district. A member of the firm visited Edmonton last summer with a party of English manufacturers, and was so impressed with its trade possibilities that he recommended the opening of a Western branch.

Paint and Varnish Trades

YOUR VARNISH BUSINESS.

By E. R. Stead, Glidden Varnish Company

Don't cover your shelves and fill your windows with unprofitable goods. Nails and heavy hardware are not the only goods to sell. Use persuasion in your business. There are almost no limits to the powers of persuasion in the business world. You can use it in your business and make your business what you want it to be.

Varnish is one of the most profitable lines you can carry if you make the right connections with the right manufacturer—in a word, if you get the right discounts.

Varnish as a Profit Maker.

No matter how much money you may have in the bank at the present writing, your most valuable asset is stored in a certain safe deposit box, known as your cranium. It's your idea and energy factory—use it.

Why not use your energy and brains on articles that show a profit, rather than on those that result in merely an even exchange of dollars?

Make a list from your inventory and mark the articles that show the best profit. Classify them according to the profits. Have a first class, a second class and a third class. If you have made connections with the right manufacturer—if your discounts are right—you will find that varnish heads the list of the first class—especially in your paint and varnish department.

It is easy to sell white lead, but if you will make a list of some of the unprofitable articles you sell and figure against them the money invested in them, the chances are that you will discover some astonishing facts.

Concentrate on a Line.

The great trouble with some dealers is that they carry too many different lines of varnish. Some carry as many as ten different lines. Concentration is essential to success. Scattered energy and scattered capital are twin brothers to wasted effort and wasted money.

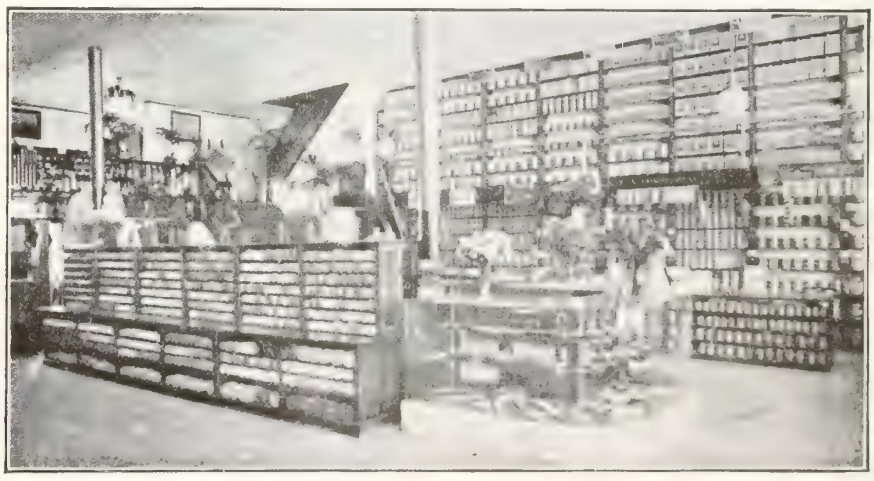
Don't make such haste to make dollars that the dimes slip through your fingers. See every varnish salesman who calls, hear his proposition, make notes of it, it is time well spent. Hear them all but act on your own judgment, uninfluenced by anything else.

Don't write your name on the dotted line of the book belonging to the best looking salesman, or the best talker, or the one who orders the best dinner. Such business methods went out of fashion with grandfather's wooden shoes. Write your name in the southeast corner of the contract that puts the most money in the cash drawer. Look for quality goods first and the Liberal Discount and let those alone set your fountain pen vibrating.

After you have made connections with the right varnish manufacturer, let your customers and even your casual callers know the fact. Hang the sign in the window and let the passerby know that you, as a hardwareman, carry the varnish that will stand wear. Advertise the fact in the papers and then don't sit down on your swivel chair and expect the goods to sell themselves. Tell your clerks which goods are the profitable goods in your business and insist upon the salesman instructing your clerks about his line before he leaves your store.

If business doesn't come fast enough, go out after it and let the manufacturer whose goods you sell work with you. Many prospects are secured in this way. Some merchants, and they are not all those members of the clan with the fringed trousers, have found canvassing a good thing. It is a particularly good tonic in farmer districts, and the merchant who is a good salesman will find it of great value in building up a business that is well worth while.

In conclusion it might be well to say that it is never good business judgment to deal in goods of inferior quality, for, while every satisfied customer is a booster, every dissatisfied customer is a knocker. That being



Model interior arrangement of paint stock in Detroit store.

the case, it is easy to see that when the best dealers' proposition is made by the house making the best quality of varnish, that is the proposition to accept.

See That Clerks Understand the Goods.

First, last and all the time, appreciate this fact: your clerks won't sell goods that they do not understand. They can't do justice to them and they will neglect profitable lines in favor of unprofitable goods unless you insist on the salesman acquainting them with each individual brand. This is not only desirable, but absolutely essential to the success of your varnish department.

When you buy varnish you give yourself the right to go to work, as, in spite of all advertising that the manufacturer does, as we said before, the line is not going to sell itself. Take adventage, while the salesman is calling on you, of that time to see that he properly executes his mission in not only selling you his varnishes, but explaining the merits, quality and purposes for which they are intended, not only to you but to your clerks. Unless he is willing to do this, don't buy from him.

A coat of paint may not make a bad building a good one but it will make it look respectable.

Suggestion for a window or interior card.

CO-OPERATE WITH THE PAINTER.

By Charles-Allen Clark

"Why?" Did you ask?

His trade is well worth going after. He can boost your lines, and his friendship means much when the house owner asks him where to buy.

You can help the painters, too, by recommending them to inquiring house owners. But before recommending them be sure to know their reputation—as to their practical ability and their personal reliability. The selection of the painter is more important than the selection of the brand of paint. An intelligent and honest painter will get satisfactory results with almost any good paint, and he won't apply any other; but the ignoramus or rascal can queer the reputation of your store, and your paint, however good.

The best way to get the confidence of your local painters is to get personally acquainted with them. The personal element is important in every business and peculiarly so in the paint business. I know one dealer who organized a painters' club and gives them the use of a room, furnished with chairs, tables, stove, etc., and every evening one can find two or three good fellows there. They have regular meeting once a month, and an adjoining restaurant serves them a bounteous dinner at 50 cents per. If any paint or varnish salesmen are in town on these "big nights," they're invited and asked to speak. Once a year this live dealer gives a big "blowout" with special entertainment and speakers. Needless to say this dealer gets most of the paint trade of his town, and there's not a painter in the town who wouldn't do anything under the sun for him.

If you live in a large town, form letters, carefully filled in, should help you get acquainted with those painters who aren't in your immediate neighborhood. Invite them to call at your store and tell them why they should call.

Let every good painter make your store his headquarters. Many dealers furnish their painter friends with business cards with their own 'phone number, address, etc., printed thereon. Get the painter personally interested in co-operating with you and he will bring customers in to look over color cards, color combinations, etc. Help him get out a circular letter telling his customers and yours, why they should "Paint it Now" and what to paint it with. Follow it up with a circular letter from yourself, and later by personal solicitation.

Don't forget the manufacturers of the lines you sell. Every one of them is anxious to help you and to help your painter friends. Just ask them—or,—aren't they trying Now to increase your present paint trade and to make it more profitable, and to secure your co-operation to that end.

H. A. Ballou, of Worcester, Mass., whose store and methods have been talked about so much in these pages, has circulated an eight-page booklet, "Good Paint and Good Painters." The title occupies page one. Pages three and five are devoted to the ads. of ten of the local painters. The rest of the booklet is devoted to Mr. Ballou's advertising and contains some especially good argument. Page 2, for instance, says:—"This booklet does not belong to the waste basket. You are going to need paint and painters. These pages are full of information that will improve your property and SAVE YOU MONEY. If you will call at 143 Main street, I will show you one of the cleanest, best stocked Paint Stores in New England. We have a reputation for being attentive and prompt, giving our customers first-class store service and saving them money. That's why this is THE BUSIEST PAINT STORE IN WORCESTER."

And on Page 7 he says this about co-operating with painters:

Ballou, and the Painters.

I mean that this up-to-date paint store shall co-operate in every way with the painters who make their work satisfactory and successful to their patrons. Painters find here the right paint at money-saving prices. The facilities of Ballou's Paint Store are the best for assisting painters in selecting the most effective color schemes and in keeping abreast of the times in the latest and best ideas in painting.

There is no coat as cheap as a good coat of paint.

Suggestion for a window or interior card.

Here's an ad. you might run to advantage:

Ask Your Painter a Question.

Tell him you want to bring an order for paint to us, and ask his opinion of us.

We are content to stand by what he says, for it can only be in our favor.

(Your Name.)

SELLING PRICE OF A GALLON OF PAINT.

The question of how to figure profits goes merrily along and promises to become perpetual without offering a solution.

Recently a prominent paint manufacturing company, in an effort to standardize prices, made out a retail price card without considering the retailer's cost sheet or the competitions he meets, and how a writer under



This arrangement for interior display of paint has proved most successful. Each description of paint is kept in a different section.

the nom de plume of Zadok criticises the card mentioned and makes the following comments in the Duluth Trade News:

Often the wholesaler does not know what the retail price is and cannot intelligently meet trade problems because he does not know. In other cases manufacturers who are wholesaling their product have tried to fix the retail price without knowing the conditions of retail trade, which makes the problem still more askew.

The manufacturer may say, my selling cost is 13 per cent., my profit is five per cent., by selling to the retailer at $2.55 a dozen and making a retail price of 25 cents apiece, he will be nicely fixed.

Whereas it may cost the retailer 20 per cent. to do business—in more cases than not it costs that or more—and a margin of 18 per cent. between his buying and selling price does not quite cover average cost let alone profit.

There is another thing the manufacturer may not consider. Retail expense includes selling expense and retail service cost. Retail selling expense may not be much more than wholesale selling expense. But add the retail service charge, delivery and display—plain as that is, the manufacturing wholesaler does not figure on that in guessing what the retailer's margin should be.

Recently a wholesaler adopted a scale of prices for mixed paints, printing on a card the price per gallon in gallon, quart, pint and half-pint cans, with the price it was expected the retailer should get. The virtue of that is that it called the retailer's attention to what he was supposed to get and also suggested to him what other dealers were getting, relieving him by so much of the fear of price cutting.

The margin varied from 50 cents a gallon in gallon cans to $1.55 a gallon in half-pint cans. In the first place the wholesale price was $1.50 and the retail price was $2; in the last case the wholesale price was $1.75 and the retail price 20 cents a can.

	Gal.	½ Gal	Qt.	Pt.	½ Pt
Cost per gallon	$1.50	$1.55	$1.60	$1.65	$1.75
Retail each	2.00	1.05	.55	.30	.20

And the manufacturer, who was also wholesaler in this case, patted himself on the back.

The gallon can, he pointed out, gave a gross profit of 50 cents, or 25 per cent., which showed great sagacity; no man could afford to sell a gallon for $1.75 that cost him $1.50. That margin does not look any too big. If it costs the retailer 20 per cent. to do business, that leaves him a ten cent profit on a two dollar article. Did the man who fixed those prices know the condition of the trade or did he make a blind guess?

On the half gallon can he allows 60 cents margin. If 25 per cent. is a reasonable profit and expense account, this overruns 7½ cents on two packages. In the quart packages there is a margin of 60 cents, which gives a leeway of 5 cents over the 25 per cent. rule, or a cent and a quarter for each package. In the pint packages there is a leeway of three cents a package and in the half-pint packages, after allowing the same 25 per cent. on selling cost, there is a margin of over four cents a package.

If paint is to be sold on standard prices, it might be worth more effort to standardize prices. Is twenty-five per cent. of selling cost enough? Is it too much? What is the average selling expense in a well conducted retail store in the territory? If 25 per cent. is a fair margin for the gallon package, how much wider should the margin be on the smaller packages? There is obvious reason for making a wider difference on a small package than a large one. It takes as much time to sell the little package and the delivery wagon has to carry it as far. A margin that would give a fair profit on a ten dollar sale would net a loss on a five cent sale.

Hardware dealers who believe in paint should show the faith that is in them by treating their own stores with a good and fashionable coating. They can preach better by being true to the paint doctrines they advocate.

THE BRUSH TRADE.

Hardware dealers frequently fail to carry a sufficient stock of brushes suitable for painters' work, and this sends trade to other channels. On the other hand some hardwaremen supply painters with brushes at very close prices in order to get other business in oils, paints and glass, even going so far as to permit painters to look at visiting traveler's samples to select what they require.

Brush manufacturers, as a rule, do not care to sell direct to painters, but if hardware merchants do not look after their interests, they may lose it to the paint and oil specialty houses who are looking for painters' trade.

BELGIUM'S WINDOW GLASS TRADE.

One of the largest buyers of Belgium window glass is Canada, ranking next to Britain and Japan. Last year there was a slight decline in our imports, which fell to 19,800,000 kilos in weight. The total export of window glass from Belgium last year amounted to 216,600.000 kilos, which compared with 204,600,000 kilos exported in the preceding year, 1911, shows an improvement of close upon 6 per cent. The value of the export in common window glass amounted to 38,900,000 francs. The plate glass exported reached in quantity 39,400,000 kilos last year against 36,900,000 kilos in 1911, and the respective values were 29,500,000 francs and 27 600.000 francs.

The distribution of this glass for the world is of particular interest. There was a considerable increase in Japan's purchases. These increased by 8,500,000 francs to the total of 29,000,000 whilst the English purchases made an increase of 4,200,000 francs, the total having been 50,400,000 francs. Belgium increased her takings to 16,300,000 kilos after having been 13,700.000 kilos in 1911. Countries that have decreased their purchases are as follows: Argentina, 8,900,000 kilos; United States, 7,600,000 kilos; Turkey, 5,500,000 kilos; Germany, 5,200,000 kilos, total purchases in 1912. But Australia improved 8,900,000 kilos; China, 8 500,000 kilos; British India, 7,900,000 kilos; Brazil, 5,400,000 kilos; Switzerland, 4,800,000 kilos; Denmark, 3,600,000 kilos; Mexico, 2,090,000 kilos.

GASOLINE SUPPLY OUTLOOK.

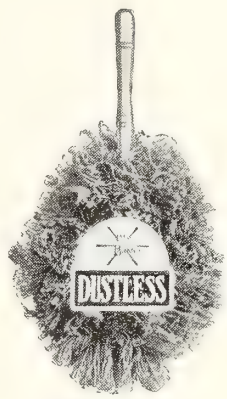
An authority in the trade discusses the pressing question of the demand for gasoline being so great as to threaten soon to outrun production. Authentic figures of production are available for the whole period of crude-oil history, running back now somewhat more than sixty years. The production in the United States for 1910 was 209,556,048 barrels. The production for the whole world in the same year was 327,472,256 barrels from which it appears that the United States produced about 64 per cent. of the total. The production in the United States in 1859, when production began, was only 2,000 barrels. The production was 5,260,748 barrels in 1870; 26,286,123 barrels in 1880; 45,823,572 in 1890, and 63.620,529 barrels in 1900. The increase, therefore, since 1900 has been tremendous. The United States not only leads as the world's greatest producer of petroleum, but it provides the greatest market for the refined products. Discussing the naphtha and gasoline products, the authority referred to says:—

"Turning to the question of refining, it is well known that from the destructive distillation of petroleum three principal classes of products are obtained, namely, naphtha, illuminating oils, and lubricants. Gasoline is one of the several products obtainable from crude naphtha. Hence, from a given quantity of crude oil more than 12 per cent. of gasoline can be obtained by methods of refining at present recognized."

A good many people who will need paint during the next few weeks will not buy at your store unless you draw them to it by judicious advertising and attractive window displays.

CHEMICALLY TREATED DRY DUSTING MOPS.

Tarbox Bros., the well known manufacturers of floor mops, are placing on the market a complete line of chemically treated dustless dusters and mops. No house cleaning device has taken a stronger hold of the housekeeper than the Dustless goods and, desiring to



Dustless Mop.



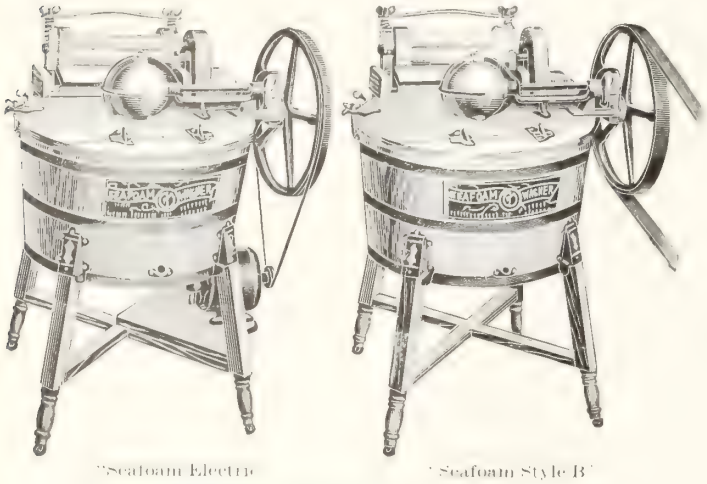
Dustless Duster.

add this line to his household specialties, Mr. U. P. Tarbox, proprietor of Tarbox Bros., has been experimenting for a whole year, realizing that he could not afford to make any mistake in placing on the market a new line inferior to the best imported goods. He has spent much money and time buying formulae and testing them out, and has found only one or two products among all the different so called chemically treated dust absorbing lines entitled to the claims made for them. The original of this product resulted from a series of accidents by a chemist, and are treated with a chemical product that is wonderfully effective as a dust gathering and polishing article of great commercial value. His treatment cannot be washed out with hot water and soap and has no pungent odor. Mr. Tarbox claims that the odorous compounds used in so many so called chemically treated dusters are merely perfumed oils, which are nearly or wholly lost in the first washing. From this the buyer has the power of distinguishing between the simple oil treatment and a truly chemically treated product. The "Tarbox Brand" has all the features of the "original accidentally discovered product," and Mr. Tarbox claims that his efforts have resulted in producing an identical chemical compound differing possibly in the proportion of the ingredients. Thus we have a strictly Canadian line of "dustless" devices, manufactured by an old established firm whose brand is well known from the Atlantic to the Pacific Oceans.

New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

Cummer-Dowswell, Limited, Hamilton, are putting out a couple of new combination washers and wringers. One of these is named the "Seafoam Electric," and the other is the "Seaform Style B." The former is fitted for electricity, and the latter is designed to be operated by gas, gasoline, steam, electric or windmill power, all ready to run when it leaves the makers'



"Seafoam Electric" "Seafoam Style B"

Two new combination washers and wringers made by Cummer-Dowswell, Ltd.

hands. The wringers are fitted with rubber rolls guaranteed for five years. The operating mechanism is simple, strong, perfectly fitted and securely housed. The special features of the "Seaform" are that washing and wringing can be done at the same time or separately; all the gears are covered; the machine is mounted on castors, and the tubs have large openings, anti-warp inside ring and double covers.

E. T. Wright & Co., Hamilton, have put on the market a new galvanized sanitary strainer sink pail. The cover is also a strainer, and is hinged to the pail. All that is necessary is to open the cover, pour the refuse on it; the liquids drain away, leaving the solids on the cover. Close the cover and the solids fall into the pail. The contents are thus not exposed to the air; there is sufficient ventilation, however, to prevent mould and decay. This cannot get into the pail to make a breeding place and mice and rats are barred out. The pail takes no more room than an ordinary sink strainer, and it is convenient, sightly and sanitary.

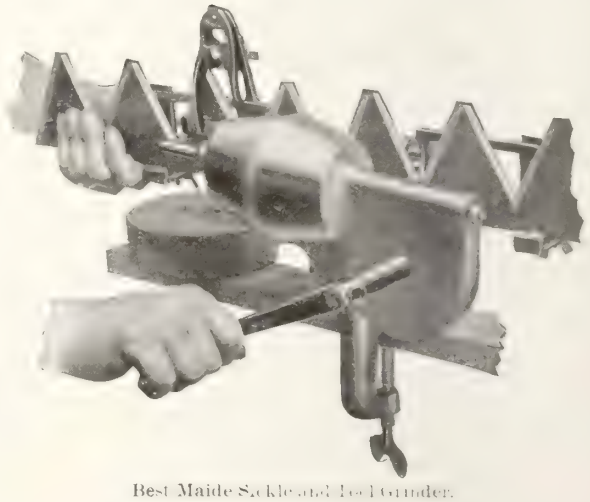
The Dominion Register Co., Toronto, have just added a new feature to their account system in the way of an electric cash recorder and cash till. This feature is so constructed that a merchant who has previously purchased an account system can buy a recorder if he desires and attach it to his present system. This does not necessitate the merchant exchanging his system for a new one in order to reap the benefits of the cash recorder attachment. It seems to be one of the policies of the company that whenever they add any new feature to the McCaskey system, the same is so constructed that it can be placed on any register they have in use. The hardware trade in general are quickly adopting the McCaskey account system, and those who have installed it state that it is one of the most valued fixtures in their store.

One of the features of the exhibition at Hamilton was the new line of **Gurney-Oxford gas ranges** shown for the first time. These ranges have exclusive features and cover the entire line of gas range construction, from the small cooker to the large cabinet gas range. One of the features of the line is the complete interchangeability of parts from one part to another. Every technical stove man will appreciate this.

The complete new system of flue construction, insuring an even working oven under the complete control of the housekeeper. Another feature is the new large cooking top which has been put on the gas ranges this year for the first time. It is of extra heavy steel construction, and the actual cooking surface of this top is larger than ever before placed on a family gas range. Incidentally, by special arrangement of the top, the former wobbly shelves, which have not been universally popular owing to their light construction, are done away with.

There are a number of other patents which were shown for the first time with this range, many of them specially attractive to the progressive dealer, particularly if he has natural gas in his town.

The Luther Grinder Manufacturing Co., Milwaukee, Wis., have just put out a new machine for sickle and tool sharpening which places farm sickle grinders in the class with strictly high grade machines. In the quality of material and workmanship there is about the same difference between this type and the old style as between a cream separator and a fanning mill. The "Best Maide Sickle and Tool Grinder" is a combination of Luther's "Best Maide" type and of the "Spartan Sickle Grinder." It has a special patented arrangement for swivelling the frame and is adjustable to any angle, vertical or horizontal, and holds the machine rigidly in any position. This feature is, of course, used only in tool sharpening. The tool wheel is double-faced, one side being used for medium and general grinding, and the other for finishing up and fine work.



Best Maide Sickle and Tool Grinder.

Gears are cut from solid blanks, with a worm gear and shaft, and ball bearings. During the sickle sharpening season it is used with the tool wheel off, but at other times of the year the tool wheel offers a quick and easy means of sharpening any tool within the range of a hand-power machine. The No. 254 has a double-faced medium and fine tool sharpening wheel,

beveled sickle wheel and sickle holder. The No. 255 is the same machine, except that the tool sharpening wheel is 5 inches in diameter instead of 4 inches.

The Taylor-Forbes Company, Limited, Guelph, noting the improvement that has taken place in tree pruners generally, have this season put on the market their new T.-F. Improved Tree Pruner. It is a pruner in which every requirement pertaining to the cutting and pruning of trees has been fitted and provided for. The hook allows the knife to pass the outside lower



edge thereby cutting all the bark and eliminating the tendency to tear it as is the present experience with the average tree pruner. The heavy knife blade is ground and sharpened from one side only. This permits a keener cutting edge. The reduced weight of the pruner enables a man to use it for hours continuously without excess strain on his muscles. It is a pruner that should appeal strongly to the fruit grower.

Everyone having use for a rule graduated down to 64ths of an inch knows the difficulty of obtaining accurate measurement in laying out work, knows how impossible it is to get the reading instantly, knows of the eyestrain attendant upon reading such graduations repeatedly; all caused by the fineness of the lines, and the closeness of the lines, one to another, necessary to get 64 lines in an inch. Under the eye the lines have a tendency to "run together." Also, because the lines are so close together it is impossible to number each one, and therefore, after arriving at the measurement, it is necessary to refer back to the last figure and count up the 64ths. It is evident that if the same measurement could be arrived at with the same degree of accuracy with a rule graduated down not finer than, say, 16 lines to the inch, these difficulties would be overcome.

Both of these things are accomplished in the "Allen" Improved Scale—an article just put on the market by the **Lufkin Rule Company**. The "Allen" scale is a patented article, and embodies an absolutely new idea in the marking of a machinist's scale.

As any even number of 64ths has an equivalent in 32nds, and possibly in 16th, one side of this rule is graduated in 32nds and 16th, and this takes care of all of the even 64ths.

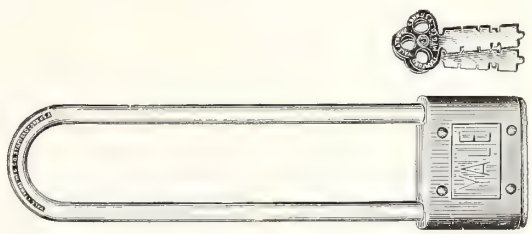
The other side of the rule embodies the new idea. It takes care of all the odd 64ths. The first graduation mark on one edge of this side is 1/64th inch from the end of the rule, and is numbered "1"; the next mark on that edge is 5/64 inch from end of rule, and is numbered 5; the next 9; the next 13, etc., up to the first inch mark, and then repeated in each inch. Here there is a jump each time of 4/64ths, and between the 1/64th inch and 5/64th inch points would come one odd 64th. i.e., the 3/64th inch mark; between 5 and 9, the 7/64th inch mark, etc. All of these odd 64ths appear on the other edge of this side of the rule; that is, the first graduation mark there is 3/64th inch from end of rule and is numbered "3," the next is 7/64th inch, and numbered "7," etc., in each inch.

Thus the object is accomplished; all of the odd 64ths are here given, and yet there are only 16 lines to the inch. This makes it possible to number each graduation mark, and by making each second graduation mark slightly longer than the one before and after it, the figures can be put on in two rows, and this allows room enough to make them large enough to be easily read. The rule is ¾ inch wide, and is furnished in the two thicknesses commonly known as the tempered and the semi-flexible. It is made in various lengths. The greatest demand, no doubt, will be for the 6-inch length.

The Lufkin Rule Company of Canada, Ltd., manufacture rules and measuring tapes of every description, and their office and factory is located at Windsor, Canada.

The Canada Steel Goods Co., Limited, Hamilton, have put on the market a new roller bearing door hanger, called "The Torpedo Trolley Hanger," for which the claim is made that it will carry the heaviest doors, and is the most scientific, sensible, useful swing hanger yet invented. The tandem trucks distribute the weight of the door evenly on each set of rollers. Friction is reduced to a minimum and noise is eliminated. The roller bearings make the trucks run steady and easy. The track is round and self-cleaning, and is packed in three-foot lengths, with eight lengths to a bundle. The hangers are packed, one pair in a box, complete with the necessary bolts and screws.

Canadian Yale & Towne, Ltd., St. Catharines, are making a "Yale Motorcycle Padlock" of 2-inch rustless steel with two steel nickel-plated keys to each lock. The claims of the lock are that its use will render the cycle safe from theft; its hard steel shackle encircles both tubes of the front fork together with two or more spokes, thus preventing the wheel from turning. The lock will fit all makes of machines. The



seamless case is specially treated to prevent rusting, the interior parts are of brass, and the shackle of hard steel, nickel plated. The lock is reasonably convenient in size and may be carried in tool bag or the pocket. Its operation is simple and cannot get out of order.

The Brantford Roofing Co., Ltd., Brantford, have a new pattern crystal roofing in red and green which they are putting on the market this year. It is made in slate size, and it is said to be attractive, durable and comparatively cheap.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The Sherwin-Williams Co. are now sending out "that package" they wrote about a few days ago—and by the way "that package" is well worth receiving. It contains first of all the spring issue of their catalogue which has been named the Brighten Up Club number containing the company's advertising plans for the year, together with sample ads. and window dressing

illustrations and suggestions together with selling ideas intended to help the dealer get out of the rut and bring in big returns. There is a story about "Making Over Maybridge," which, besides its advertising value, is a well told tale and will be found helpful. There are also a number of window stickers all ready with gummed tabs for pasting on the glass either inside or out. These window sheets are small, beautifully colored, and can be arranged to suit the window to be dressed. A requisition sheet for newspaper electrotypes and lantern-slides completes one of the best samples of service offerings ever received in this office.

The Martin-Senour Company's "Neu-Tone" Catalogue is an elaborately colored booklet showing the color combinations which can be obtained from the use of this flat wall finish in the interior decoration of the home, club, church, theatre or public building. A couple of color charts showing harmonizing combinations are included in addition to the examples of finished work in various rooms of the house. Neu-Tone is a sanitary wall coating that harmonizes equally well with simple or elaborate specifications of the decorator's art.

Pratt & Lambert, Bridgeburg, Ont., have in their latest "Selling Power" issued No. 1 of the 1913 spring series. The booklet is described as "a practical paper for dealers, to help them sell more goods, particularly P. & L. varnishes." It contains a number of selling helps, sample dressed windows, new style advertisements, and something about P. & L. goods. A large enclosure shows the kind of advertising the company is carrying this spring in the magazines.

The Boeckh Bros. Co., Ltd., Toronto, have as one of their latest ideas put on the market the "Expert" line of steel grip paint and varnish brushes, which should be especially attractive to dealers during the spring season, when displays of paints and brushes are made. These brushes are put up in individual boxes, oval and flat, making neat packages and saving wrapping. An illustration of the brush is printed on the cover, thus allowing of the boxes themselves making a nice display in show case or window, without injury to the brush, which often happens in a sunny window. Enclosed in every box is a descriptive circular telling how the brush should be used and cared for after working.

The B. Greening Wire Co., Hamilton, showed at the hardware exhibition recently as a special feature a large cable 5 inches in diameter, illustrative of what they can do in this line when necessary. They also displayed a heavy piece of screening showing a 1-inch hole made of 1-inch wire. This was the first time anything of this nature was shown at an exhibition in Canada.

The Canadian H. W. Johns-Manville Co., Limited. Toronto, are sending out a return private post card, drawing attention to their "J-M Asbestos Roofing," "J-M Regal Roofing," and "J-M Regal Roof Coating." A particuar feature of the card is the suggestion that the person addressed send to the company the name and address of his local dealer, so that the company may send through that dealer samples and particulars of the article required. This is good co-operative service.

The Dayton Pump & Mfg. Co., Dayton, Ohio, are mailing out on request a handsome five-colored lithographed cut-out display sign, which is an exact reproduction of their figure 930 system, shown on the front page of the Bulletin No. 30-A. This lithograph is mounted on cardboard thirtey-three inches high and eighteen inches wide, with an easel, so that it will stand up on the floor, and an eyelet, so that it can be hung on the wall. It is an attractive and artistic piece of work.

Thousands of business houses in every line have for years been putting out souvenirs, premiums and other inducements of one kind or another, designed to keep their memory green in the public mind. Outdoing many of them in lasting popularity, is the time-honored Berry wagon, which for over forty years has been one of the proudest possessions of succeeding generations of children. There is no corner of the world where this little wagon has not penetrated. It has been dragged along by happy children over the smooth roads of France, and the rough trails of the Australian bush; it has been the delight of the town-bred child and the chief joy of the southern pickaninny. On file at the Berry Brothers factory are photographs from almost every corner of the world. To-day, the children who played with the Berry wagon when it was a new thing are grandparents, but their grandchildren are just as eager to own one. The wagon stands to-day as one of the best examples of advertising value ever devised. Each year seems to increase its popularity.

VALUE OF TRADE NAMES

"Trade names that have been established for fifty years in this country are few enough to be regarded as unique, and when we find one a hundred years old, it is singularly so. In the province of Nova Scotia there are two firms still in business that had their origin previous to 1790, and there are perhaps a few others in Canada, but not many. Probably the oldest trade name on this side of the water is that of Brandram. The firm of Brandram was established during the reign of George I., and was therefore a well established trade name before the exciting days of Bonnie Prince Charlie.

"But the name 'Brandram' is famous not only for its age as a business firm, but because of its connection with the product which bears its name. 'Brandram's' is a synonym for 'quality' in white lead, and through all the years of its history the policy and the practice of the Brandram firm has been to put its name on nothing but the best.

"Brandram's white lead was for many years supplied to the Canadian market solely from the home factory in England, but they now have at Montreal, the finest white lead plant in America. Last year this factory corroded over 3,000 tons and was unable to supply the demand. This year the output will be increased to about 4,500 tons."

Brandram-Henderson, Limited, are also manufacturers of Brandram-Henderson English Paints, the base of which is thirty per cent. oxide of zinc and seventy per cent. Brandram's B. B. Genuine white lead. About one hundred and eighty years have passed since the first Brandram was heard of in trade circles in England, and "quality first" must have been his policy as it has been the policy of the firm during the past one hundred years of which manufacturing and sales records are obtainable. If it had not been his policy, it is doubtful if as a trade name "Brandram" would be alive to-day. What a lesson the people of a young country like ours can draw from the history of the "Brandram" business. How it teaches us that whatever is worth doing is worth doing well, and that it is only the fit which can hope to survive.

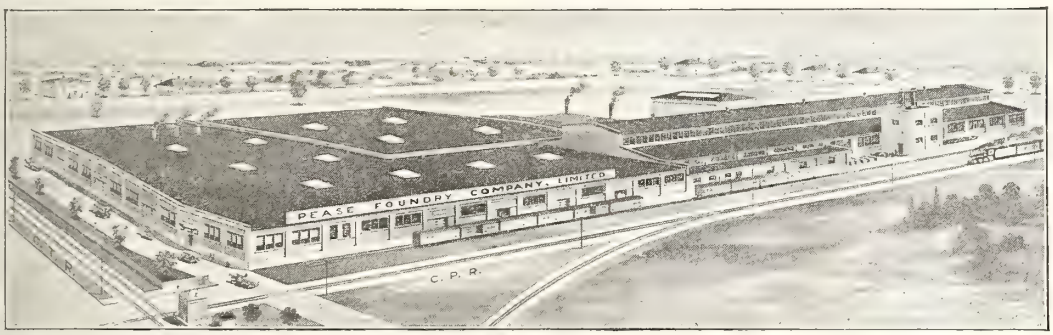
STOVES

NEW PEASE PLANT AT BRAMPTON.

The Pease Foundry Co. made their first heat and melt of metal in their new plant at Brampton on March 28 and everything was found satisfactory and successful. The foundry only is running as yet, but the machinery from the Toronto plant is being transferred as quickly as possible to Brampton for the complete equipment of the new factory so as to have the whole plant in full running order as quickly as possible.

The property of the company at Brampton comprises eleven acres, of which three acres is occupied by the plant. On the property as well are houses for the married employees and a large boarding house capable of comfortably housing fifty men for the unmarried employees. The factory itself is the last word in industrial construction and more than doubles the capacity of the old Toronto plant.

An overhead trolley system throughout the factory serves the purpose of transportation for the various parts of the products from one department to another, and a compressed air system takes care of all the lifting processes. The building itself is a one-storey structure, fireproof throughout, being of concrete construction, with Ormsby steel sashes for window-frames and doorways. The floors are of cement topped with maple, the sleepers being embedded in the concrete. There is plenty of light and a perfect ventilation system.



Pease Foundry Co.'s new plant at Brampton.

The plant is ideally located for shipping purposes, lying at a junction of the Grand Trunk and Canadian Pacific railways, with freight spurs from both lines. Toronto deliveries will be attended to by motor cars. When in full running there will be employed in the new plant between 200 and 300 men, the number varying according to season. The wisdom of enlarging the plant and buying property for sufficient future needs is shown by the growth of the Pease Company's business of late years. Last year, 1912, the business about doubled that of any previous year, and to date so far this year the orders are nearly four times as great as two years ago. Besides this there is a big reduction in overhead charges. In property account alone the company have sold their Toronto premises for $25,000 an acre to buy the Brampton property at $300 an acre.

NEW DEPARTURE IN STOVE CONSTRUCTION.

A new development in the stove world is the principle which the Fuel Economizer Company, Limited, Hamilton, is using in their "FiReCo" stove attachments, heaters and ranges. That principle which is one of drafts, according to a demonstration made at Hamilton recently, enables the housewife to use less fuel, a cheaper grade fuel, and utilize more heat with less labor from the fuel burned, effecting thereby a saving of from forty to eighty per cent. of fuel.

The stove attachment looks like an iron kettle, being made of polished steel, with cast iron fire pot, grate and lid, and is double lined with asbestos. Two coiled wire handles, one for the pot and the other for the lid, complete the outfit. The lid flange fits into a sand rim, which allows for heat contraction and makes the pot air tight. There is a small sliding retainer door for fire draft near the bottom of the combustion chamber, and in the bottom of the attachment are the smoke exit and an ash hole for sifting out the ashes, the lower draft is for checking the fire if found necessary. The fire is fed by raising the lid. The operation of the stove being on the down draft system.

This attachment can be obtained with or without a base—to stand individually or upon a stove, or may be used on any ordinary stove over the lid opening. The heaters are on the same principle—thes tove attachment on a base, with its own smoke pipe, however. In the base is a draft regulator which, when open, decreases the fire consumption instead of forcing the fire as in the ordinary stove. As with the stove attachment, the heaters, made in a variety of sizes, have many of the parts nickel-plated, giving an attractive appearance.

A steel range manufactured is made on the same general principle—a fire retainer system throughout. There is no damper, the lower draft door which serves this purpose, when opened makes a cross current to the chimney, thus subduing the head and allowing the maximum of combustion. The smoke pipe is attached to the bottom of the range, and not on the top. This makes the heat travel out of the combustion chamber across the top, down the back and under the oven before it gets to the chimney. This gives an equalized heat throughout. The lids and the range parts are all flanged and the flanges are set in the sand rims to make the stove air tight. It has no baffle plates or top dampers.

In the demonstration Mr. Morgan, manager of the company, placed a newspaper and ten small pieces of pine kindling in the smallest stove attachment and threw in a match. This fire lasted for an hour without replenishing and a gallon kettle of water was boiled for forty minutes. Mr. Morgan said the principle was a woman's idea and bids fair to revolutionize the stove business, that the "FiReCo system," as it is called, would effect a saving in fuel, in time and in money. He stated he could burn the cheapest and lowest grade of fuel in these stoves, and use only half of what an ordin-

ary fire consumes, and get a better efficiency. The range had baked in its oven four pieces in twenty-one minutes, and they were browned all over and he had boiled a kettle of water in seven minutes. When cooking on top of the stove the lids are not lifted, they being used only for feeding the fire. It was possible thus to use the finest aluminum and graniteware without injurious effect. Mr. Morgan said he kept an average heat of 1,486 degrees in the range for fourteen



hours, and of 2,010 degrees for two hours, using twenty-nine pounds of coal. He had been able to get baking heat in eleven minutes from starting the fire against twenty-two minutes with a competitor; and also had competed with gas with a resultant saving of two-thirds the quantity. All he claimed for the stoves was that they were fuel savers and had other superior points. A number of ranges are now in daily use in Canada.

Mr. Morgan had tested out his large heaters in his factory and with four of them going all winter had been able to get along with six tons of coal. At first he had difficulty in getting casting, but the new foundry the company have in contemplation would be able to supply them with materials. The cupolas will be built on the FiReCo system. It was all, he said, a matter of following along the lines of least resistance—the air allowed in the base of the stove acted as a retainer on the combustion chamber.

The company's trade mark "FiReCo" is registered in Canada as a general mark and the designs of the attachments, ranges and heaters are also registered. The method of combustion and construction are protected by several patents issued and several more are yet pending. The company intends to push their goods and there looks like a field for reducing the fuel expense in the present high cost of living.

Some of Hamilton's foremost business men are officers and directors of the company. It was formed last July with a capital of $25,000 and an Ontario charter was granted in January, authorizing the raising of the capital stock to $250,000. The Canadian Specialty Co., Calgary and Winnipeg, are looking after the sales in Western Canada, and the company is handling its business in other territory direct from the head office in Hamilton.

ELECTRIC STOVE FACTORY AT WINNIPEG.

Winnipeg is the first city in Canada to manufacture electric stoves, heaters and ranges, the Hughes Electric Heating Co., of Chicago, having opened a Canadian branch there. The Hughes Company is said to be the largest makers of electric stoves in the world, and Winnipeg is acknowledged to be the premier city on the continent in the number of electric stove installations, the Hughes Company having placed 700 there. About fifty hands are at present engaged. Electric irons, toasters, washing machines and other domestic appliances will be made later on.

SELLING OIL STOVES IN WINTER

A good example of selling goods out of season through the medium of display is furnished by W. J. Carter, of Picton, Ont. Instead of storing all his gas and oil stoves, he kept a three-burner new Perfection oil stove at the front of his store, near the door, all the winter and made a number of good sales for delivery the coming season. Since the beginning of the year Mr. Carter has sold fourteen of these oil stoves. Ordinarily he does not expect to make sales before the beginning of May.

HIS HARDEST SALE PROPOSITION.

By M. E. Nixon, Milton

What I consider the hardest sale proposition of the past year was that of a cooking range to a man who had been over the town looking them over and had been interviewed by the stove pedlar as well.

After he had seen them all, he came in for final prices, and after again showing him the working parts of the stove and the splendid material of construction, and the reasonableness of the price according to quality of the goods, I explained to him we could give him terms that would be better for him than stove pedlar's notes. He decided that if his daughter was satisfied he would take it, so she came down, and in 20 minutes of explanation of the stove and parts the sale was made and $10 paid down and the stove sent up.

NOT AFFECTED BY THE FLOOD.

N. A. Gladding, vice-president and sales manager of E. C. Atkins & Co., Indianapolis, states that the reports that have gone out from that city in regard to the situation caused by the recent floods may have caused some to think that orders would be delayed. He says that the Atkins plant was not affected by the high water, and having their own water and lighting systems have been running along without interruption.

BEGINNING THE PAINTING SEASON.

Subbubs—"I'll finish painting my roof when I get home this evening."

Naybor—"Finish! Why, I didn't know you'd started yet."

Subbubs—"Oh, yes; I ran my eye over it this morning."

J. A. Hossack, sales manager of the Lufkin Rule Co. of Canada, who left early in March on his long selling trip to the Pacific Coast, is working his way back to Ontario. Business is splendid, he says.

Get your paint department in good order so that customers will be reminded of their paint pot.

U.S. RETAIL HARDWARE CONVENTION.

The National Retail Hardware Association held its fourteenth annual convention at Jacksonville, Florida, March 19 to 21, and will meet at Indianapolis next year.

Charles A. Ireland, Ionia, Mich., a visitor at the Hamilton convention in February, was elected president, and Past President Abbott was made a member of the Trade Relations Committee.

The National Hardware Bulletin, owned by the Association, will be changed from a monthly to a weekly.

The questions of inducing manufacturers to sell to retailers at prices as low as are quoted to mail order houses was discussed at length.

T. James Fernley, secretary of the Jobbers' Association, complained that the retailers were not backing up the jobbers in the fight against catalogue houses. The jobbers are photographing pages from mail order house catalogues featuring lines of hardware made by manufacturers who do not protect the trade and distributing these to members. As a result hundreds of manufacturers have stopped selling to catalogue houses and not over twenty standard lines of hardware can be found in mail order catalogues to-day.

A resolution was adopted endorsing the action of the committee of jobbers and retailers in their joining in a resolution that the lowest published price should be the market price of goods.

Another resolution protested against the extension of the Parcel Post system while it is still in an experimental stage.

The financial report showed net assets to the credit of the National Retail Hardware Association of $52,847.

HARDWARE SPRING OPENING.

The annual spring opening display at Ingram & Davey's hardware store, St. Thomas, was the biggest of a series of successes that have attended these annual events, some 5,000 people attended during the first day. The International Varnish Co., Ltd., Toronto, distributed 3,000 carnations as souvenirs. W. H. Davy was in charge of that company's display. The Pinchin, Johnson Co., Ltd., Toronto, also made a display under the supervision of H. E. Worsell. Demonstrations of paints, hardware articles and stoves were made during the day and evening.

PRESENTATION TO MR. LARIVIERE

Mr. Fred. C. Lariviere, President Lariviere Incorporee, who celebrated his fiftieth birthday on April 3 last, was presented by the directors, shareholders and staff of the company with a gold watch and chain, an address being read by F. X. DesRivieres, who has been with the firm since its formation, September, 1889, expressing thanks to Mr. Lariviere for all he had done for the employees, in providing them with a library, amusement hall, dining-room, etc., and expressing the hope and desire of staying under his leadership for many years to come.

J. Ed. Charbonneau, director and secretary-treasurer, who joined the staff as junior clerk in 1892, and J. E. Goodman, representing the selling staff, also added their congratulations.

Mr. Lariviere, in replying, thanked those present for the beautiful souvenir of this anniversary, which only happens once in a lifetime; also for all the good wishes and congratulations expressed.

On the previous Sunday, the members of the Choral Association of St. Louis de France Church, presented Mr. Lariviere with a marble bas-relief, made by Puchini, representing St. Cecilia, and on the evening of the third of April, to commemorate this jubilee, a euchre and ball were given to the members of the family, in the conference hall of the company.

CO-OPERATION THROUGH POSTERS.

The Glidden Varnish Co., Toronto, will this year conduct an extensive billboard campaign throughout the whole of Canada, advertising "Jap-a-Lac." Beginning with April they are putting out a twenty-four-sheet, six-colored poster which will be placed in all the large cities and towns from the Atlantic to the pacific. They expect to have all these posters placed within the next couple of weeks, in time to be of service to the retailer who is handling this line for spring trade. The company will also follow up this campaign in the fall with another large poster sheet, hoping thereby to co-operate with the dealer and help him sell "Jap-a-Lac." The poster shows by illustrations the various uses to which "Jap-a-Lac" can be put—from touching up furniture to covering floors, making the old things new. A large can of "Jap-a-Lac" occupies the centre of the poster.

NEW IDEAS THE LIFE OF BUSINESS.

The man who "never did business like that" is gradually weeding himself from the mercantile field. When confronted with the problems of the present and having suggested to him certain courses to pursue, he puts up the plea that he has never before done business that way. He keeps on for a while in the way he is going, and although he insists that he is doing a good business he knows that something is wrong, somewhere, but he still sees no reason for adopting new ideas.

If we can't make up our minds to do the things of to-day as the necessities of the day demand, says an exchange, we'll sooner or later find that he who has a way of his own of doing things that way under any conditions, will be left far behind in the race for business.

A man goes to bed with a clear conscience that he has planned for the problems he has to contend with during the day, but he wakes up to his business the next morning with some new series or sets of troubles confronting him that demand other treatments. Ignoring or passing over won't rid his business of the annoyances, and he fools himself expensively if he attempts to let them go unnoticed and unconcerned.

It doesn't make any difference how we did business some other day, the problems of to-day are the ones that demand our attention to-day, and if we don't know how to handle them, it is up to us to find out immediately.

LEAVING THE NORTH COUNTRY.

Canadian Hardware, Stove and Paint Journal,

I enclose herewith M.O. for my subscription to Dec. 31, 1913. I am leaving the employ of the Northern Canada Supply Co. and the North Country on April 1st, but still want to receive your valuable paper, so please change my address to Toronto.

GLENN A. HENRY.

South Porcupine, April 2, 1913.

Canadian Trade News

D. Brown, hardwareman, Qu'Appelle, Sask., has discontinued business.

Callander & Anthony have succeeded Chas. Woodhull in the hardware business at Stranraer, Sask.

Mabley Bros., hardware and implement dealers, Kelwood, Man., have assigned.

M. Rault's hardware business at Meacham, Sask., has been sold out.

At Kingsville, Ont., the by-law to bonus the Ecothermal Stove Company by exemption from taxation of a five-acre site and a loan of $10,000 was carried. The headquarters of the company are at Warren, Ohio, and they make gas ranges adapted also for the use of coal oil or gasoline.

The assets of Lariviere & Rouillard, hardwaremen, Montreal, have been sold.

A. Killman, Birnie, Man., has sold the implement end of his hardware business to W. Gilmour.

August Johnson's hardware business at Rosenfeld, Man., is in the hands of the Canadian Credit Men's Association.

W. M. Butchart, Kerr Robert, Sask., has sold out his hardware business.

Wm. Bowers, Redvers, Sask., has sold his hardware business to A. J. Wilcox.

Elliott & Miller, sheet metal workers, South Vancouver, have dissolved partnership.

J. R. Barnes, Manville, Alta., has sold his hardware stock to H. I. Smith.

J. W. Husband & Son and the J. C. Shaw Hardware Co., Wallaceburg, have amalgamated their interests. The firm name is now The Shaw & Husband Hardware Co.

Coons Bros., tinsmiths, Brinston, Ont., have assigned.

The Hern Hardware, Ltd., Huntsville, have obtained a charter.

N. B. Misener, manufacturers' agent, Toronto, has taken over the agency for the fly and insect destroyer made by the Dr. Williams Chemical Co., Russell, Ont. This is not a new article, as it has been on the market for about ten years. Mr. Misener will look after all the ground in Ontario west of Kingston.

T. N. Normand, hardwareman, Shawinigan Falls, Que., has assigned.

Simpkins Bros., Regina, are succeeded by the Central Hardware Co. J. R. Smith is the new manager.

The Winnipeg Paint and Glass Company's tenth annual report shows profits to the extent of $372,450, after making allowance for depreciation, doubtful debts and contingencies. Sales showed an increase during the year of thirty-eight per cent.

Leeks & Potts art glass works at Hamilton and the Riordan plating works at the same place were damaged by fire last month.

The Farmers Binder Twine Co., Brantford, are closing up their business and will sell off their plant.

G. McLean, hardware dealer at 305 Roncesvalles Avenue, Toronto, sold his business last month to Gordon Wall.

The Superior Supply Co., Ltd., has been granted an Ontario charter to manufacture and deal in Kendrick aerated dry closets, lamps, and hardware specialties. The capital of the company is set down at $10,000, and the head office is to be Hagersville. The provisional directors are D. N. Almas, M. H. Leggett and A. J. Roulston.

Mrs. J. L. St. Denis has registered her stove and plumbing business at Montreal under the title J. L. St. Denis, "Reg."

Benoit Hogue and Henri MacKay, Montreal, have registered their business as The Standard Wire & Iron Works Co.

J. A. Flaith & Co. are discontinuing their hardware store at Heward, Sask.

The Canadian Supply Co., Toronto, have changed their name to the Canadian Supply & Contracting Co.

Stainslas Deschambault, tinsmith, St. Jerome, Que., is dead.

Paulson & Vincent, hardwaremen, Leslie, Sask., have dissolved partnership. H. W. Paulson is continuing the business.

A. D. Welk is succeeded in his hardware business at Waldheim, Sask., by Simon Peters.

J. A. Simpson has sold out his hardware business at Vancouver.

The Winnipeg Paint & Glass Co., Ltd., will erect a brick addition to its Swift Current plant, 40 feet wide and 60 feet long.

Luther Holling, for the last five years a tool expert in the shops of the Canadian Pacific Railway in Winnipeg, recently purchased the business of the Winnipeg Tool & Forging Company.

H. S. Ross, of the Ross Hardware Company, Moose Jaw, paid a business visit to Toronto, Montreal and other eastern cities last month.

A winding-up order has been granted for the wholesale and retail hardware and plumbing supplies business of Maison Jean Paquette, Montreal.

Beauchemin & Co., furniture and hardware dealer, Shawinigan Falls, Que., has assigned and a statement of affairs is in preparation.

The Improved Self-Measuring Pump Co. of Canada has been registered at Montreal.

The Wayne Oil Tank and Pump Co., Ltd., has been incorporated to purchase and take over the goodwill, trade and assets of the Wayne Oil Tank and Pump Co., Wabash Avenue, Toronto. The capital is set at $50,000.

The Dominion Steel Foundry Co., Ltd., has been incorporated to take over as going concerns the Dominion Steel Castings Co., Ltd., and the Hamilton Malleable Iron Co., Ltd., both of Hamilton. The capital stock of the amalgamated companies is $2,000,000.

The Canadian Wire Co., Ltd., Montreal, has been incorporated to manufacture and deal in iron and other metals, and to make wire and by-products. The capital is $500,000.

Stamped and Enamelware, Ltd., Hespeler, Ont., has been incorporated to manufacture enamelled, japanned, pieced and stamped tinware, kitchen and household goods, etc. The capital is $250,000, and the provisional directors are Frederick, G. A., and A. N. W. Clare, Preston; W. H. Carrick, Hamilton; and David and William Findlay, Carleton Place.

The McDonald Hydro-Electric Co., Limited, has been incorporated to do business at Ottawa.

The Brunelle Furnace & Boiler Co., Ltd., Three Rivers, has been incorporated to manufacture furnaces, boiler, radiators, etc. The capital is $100,000.

Canadian Rogers Co., Ltd., Toronto, has been incor-

(Continued on page 97)

A remarkable—



A truly wonderful paint.

Ramsay's Paints



"The Right Paint to paint right"



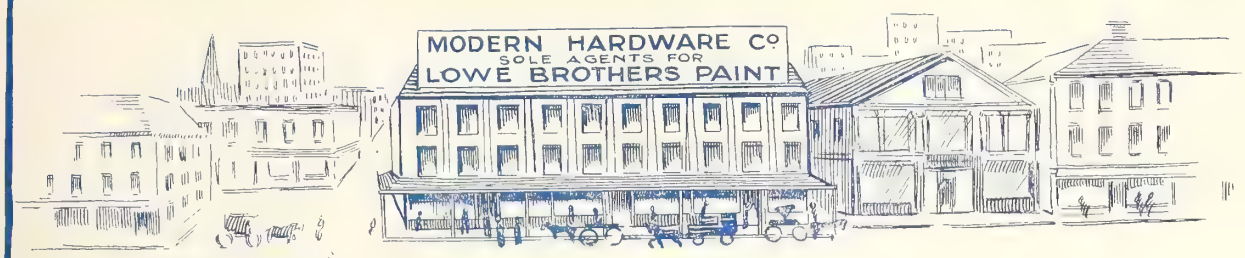
This truth is growing larger and larger in the minds of all paint users, and the dealer who links up with our advertising and sales promoting organization is making absolutely no mistake.

A. Ramsay & Son Co.

MONTREAL

Established 1842

115





The Road to Big Business is Marked by High Standard Products

Of course your paint department shows an increase every year.

That's natural.

But are *you* satisfied with what is called a "satisfactory gain?"

Don't you want to see *big* gains—lots of new customers—painters co-operating—farmers from out-of-town coming to you—housewives buying the special finishes for touching things up around the home?

Isn't that the kind of increase you *ought* to have?

Lowe Brothers' proposition and High Standard Paints have made possible gains of 400% in other retail paint departments.

Verify this fact for yourself. Write us for the names of dealers who will tell you so themselves; then realize that if you travel the road marked by H. S. products, you're on the highway to a great big paint business.

Lowe Brothers LIMITED
TORONTO

Johnson Paint & Varnish Co., Limited
VANCOUVER, B.C.

Lyon-Monkhouse, Limited
WINNIPEG

Jamieson's Pure Prepared Paints



Never fail to give keen satisfaction to every user,—the sort of satisfaction that brings enthusiastic repeat orders. The reason for this is that in every can we ship there is the result of over half a century of paint-making experience.

The dealer who handles Jamieson's Pure Prepared Paints need never hesitate about guaranteeing them, for we protect him on every pint he sells.

If you want a good, sound paint proposition, devote postage and a request for ours

R. C. Jamieson & Co., Limited

Montreal Established 1858 **Vancouver**

CP PAINTS

The Canada Paint Co. is one of the oldest concerns in Canada manufacturing Ready Mixed Paints. We have for years made and marketed several well-known trade-mark brands, which are pushed and sold by Hardware Merchants from one end of the Dominion to the other. The growth of our business on these brands has been steady and consistent. We intend to market them and push them more vigorously than ever.

ELEPHANT PAINT

This is an old reliable brand that has been sold for years all over the Dominion. It has won for itself an enviable reputation for satisfactory quality. It is a splendid paint at a moderate price, and in many localities it is an ideal paint for the paint dealer to feature. It will help him build up a good paint business.



PRISM READY MIXED PAINT

This is another of our old brands which has been sold in all parts of Canada for a number of years, and has given good satisfaction to the Hardware man handling and pushing it. Like Elephant Paint, it is handled and pushed by many of our leading jobbers. Shipments can be made by your nearby jobber along with other goods.

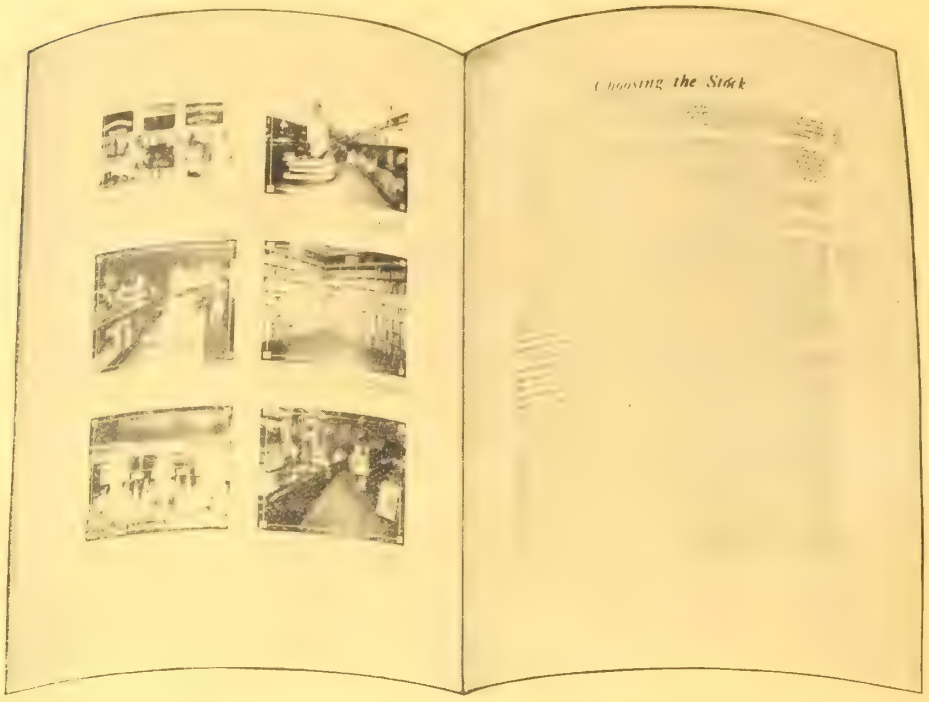
CP CANADA PAINT

This is a new brand that we have put on the market this year. There is no better paint made than Canada Paint. It is made of the most carefully selected materials, that have been tested for their purity. It is thoroughly mixed and ground by special machinery. It embodies the latest advances in paint chemistry and paint manufacturing. We are particularly anxious to interest our old customers in the Canada Paint Exclusive Agency proposition.

In addition to the excellent quality of the product itself—which will go far to help the dealer build up a profitable business—this line is backed by a new and very complete system of advertising which should be of interest to every paint dealer.

THE CANADA PAINT CO
LIMITED

PAINT-VARNISH & DRY COLOR MAKERS-LINSEED OIL CRUSHERS
FACTORIES & OFFICES-MONTREAL-TORONTO & WINNIPEG-OXIDE MINES-RED MILL-QUEBEC



Every Hardware Merchant wants to make as much profit as he can out of his paint business

Ideas and suggestions as how best to develop your paint business on a profitable basis will interest you. This is the kind of information given in a new book just published by The Sherwin-Williams Co., entitled, "How to Make Money in the Paint and Varnish Business."

It tells about "Choosing the Stock," "Arranging the Stock," "Advertising your Store and Merchandise," "Getting New Business," "A Successful Spring Campaign," etc.

If you are in the Paint and Varnish Business to make money, be sure and write for a copy of this book to-day, as you will find it helpful and interesting.

SHERWIN-WILLIAMS PAINTS & VARNISHES

A FINISH FOR EVERY PURPOSE

The Sherwin-Williams Co. of Canada, Ltd. : Montreal, Toronto, Winnipeg, Vancouver.



porated to take over the Canadian business of Wm. A. Rogers, Ltd., and to manufacture cutlery, silver and plated ware, etc. The capital is $1,000,000.

North American Steel Corporation, Ltd., Montreal, capital $100,000, has been incorporated to manufacture and deal in metals.

The Canadian Tungsten Lamp Co., Hamilton, are now manufacturing a new 12-volt, 5-watt sign lamps.

The new building for the Mueller Brass Works, Sarnia, is nearing completion.

W. M. Pringle's hardware store at Whitby was entered by burglars recently and $100 worth of goods stolen.

Thos. Meredith, hardwareman, King Street East, Toronto, lost his mother by death recently.

The Dominion Bronze Mfg. Co. purpose erecting a factory at Preston, Ont.

The Saskatchewan Wood, Iron & Paint Co. purpose building at Medicine Hat.

Gilpin Bros. are closing up their business at Orillia. R. G. Gilpin, the proprietor, contemplates taking a well-earned rest.

One of the Cochrane Hardware Co.'s buildings was damaged by the storm which swept over the country a couple of weeks ago. Other hardware concerns damaged by the same storm were the new building of the Canadian Malleable Iron Co., at Owen Sound; the Canadian Ventilating & Heating Co., Owen Sound, whose main building roof was ripped off; and the London Concrete Machinery Co., London.

Reg. F. Scott, of Forest, Ont., is retiring from the hardware business for a time, having disposed of the Steele Hardware Store, to Tom Houghton, until lately traveling salesman for Lewis Bros., Montreal. On March 10 Mr. Scott sold The Arcade Hardware Store to Wm. Lawrie, hardwareman, of Forest. The change leaves now only three hardware stores in Forest. Mr. Scott is managing the basket factory in his town. He expects to increase the present staff from fifty-eight hands to one hundred within a short time.

G. B. Barker, Vancouver, who traded under the name of Burard Heating & Sheet Metal Works, has sold his business.

G. B. Hanna & Sons, Elgin, Man., have sold out their hardware business.

The Canadian Oil Co. sustained a loss by fire at Winnipeg recently.

The Krasel Hardware & Plumbing Co., Montreal, has been registered.

J. E. Archambault is selling his hardware and grocery business at Acton Vale, Que., to Magliore Martel.

J. C. Hubbs has sold his hardware store at North Battleford, Sask.

H. W. Copeland has sold out his hardware business at Moorefield, Ont.

C. W. Vollick has sold out his hardware and general store at Dorchester, Ont.

James McDermott, Eganville, Ont., is selling out his stove and tinsmith business.

The Vincent Steel Process Co. and the Swedish Crucible Steel Co., both of Detroit, will erect Canadian branches at Windsor, the former a $10,000 factory for steel products and the latter a plant for steel castings.

J. H. Cameron, of the Winchester Repeating Arms Co., New Haven, Conn., is at present calling on the Canadian trade.

W. B. Pope, of the McClary Mfg. Co., London, has returned from his yearly inspection tour of the eastern branches.

The McClary Mfg. Co. will build a new and up-to-date warehouse at St. John, N.B., on the property recently acquired by the company on Prince William and Water Streets. They have sold their present warehouse to a paper concern.

Chas. Jones has resigned from the Standard Wire Fence Co., Woodstock, Ont., to accept a position with the Great West Wire Fence Co., Winnipeg.

N. A. McGratton has sold his hardware business at Kandahar, Sask., to Einardson & Goodman.

Ed. Miller, chief clerk in J. H. Glover's hardware store, Aylmer, Ont., has bought J. Y. Smiley's hardware business at the same point and is striking out for himself.

C. J. Gould & Co. have opened a hardware store at Penticton, B.C.

The Bailey Hardware Co., Vancouver, have purchased the hardware stock of Geo. H. Watts.

The Milk River Hardware Co. is a new concern opening out at Milk River, Alta.

Wood, Vallance & Leggat, Limited, wholesale hardware dealers, Vancouver, are now in their new building on Carrall Street. It has four storeys, giving a floor space of about three and one-half acres, and cost $200,000 to build.

W. E. Magee has sold his hardware business at Toronto to P. M. Snowball. He will continue his plumbing business.

J. McClennan, St. Thomas, Ont., is moving to Old, Alta., to manage R. J. Cutten's hardware store at that place.

J. D. Mills, who has represented Rice Lewis & Son in Eastern Ontario for several years, has resigned his position to go into the insurance business with the New York Life Company. He is succeeded by W. Craig, of Kingston, who is well posted in the hardware trade, and who has covered this territory before. J. McKenzie, who was one of W. A. Rankin's chief clerks, has gone to Rice Lewis & Son's sample rooms.

The Imperial Varnish & Color Co., Ltd., Toronto, held their third annual dinner on March 14, when 120 members of the factory and sales force with their ladies sat down to the table. President and general manager Sparrow was chairman and presented the members of the hockey team with gold watch fobs.

DAYTON COMPANY'S STOCK NOT DAMAGED.

The Dayton Pump and Mfg. Co., Dayton, Ohio, had their office fixtures on the first floor of their plant practically swept away during the recent floods. Fortunately, however, their finished pump stock is carried on the upper floors, so they are in good shape to take care of all orders. The company have been busy in their shipping department filling orders that accumulated the past few weeks.

TOM WRIGHT BAGGED

A double presentation was made on Wednesday, April 2, at the warehouse of H. S. Howland, Sons & Co., to Tom Wright, who is severing his connection with that company to enter the real estate field with John Stark & Co., Toronto. The warehouse staff presented him with a fully-furnished traveling bag, and the traveling staff made a presentation of a silver tray to his wife, both gifts being suitably engraved. Mr. Wright, who is leaving with the best wishes of all his confreres, feelingly expressed his thanks for the testimonials given him. For several years past he has covered the Toronto hardware trade, and always with credit. His successor is W. B. Baden, lately with Rice Lewis & Son.



The Game That Requires Skill

OF all the games in the world, that little old game of buying and selling requires more skill than any other. When it comes to your Varnish Department, it's Easy—just like sliding the puck right over the ice and making the goal without interference.

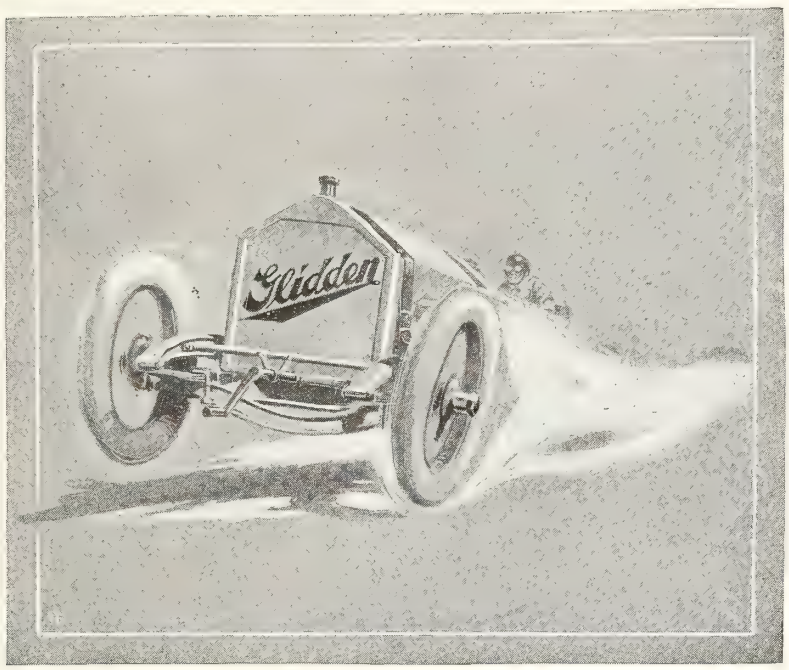
The Quality of Glidden's Green Label Varnishes, White Enamels, Endurance Wood Stains, JAP-A-LAC, Flat Wall Finishes and Cement Coatings, makes them *first choice* all the time. Glidden Advertising, Glidden Dealer Co-operation and Glidden Discounts makes them Doubly Attractive.

Write for our 1913 Proposition. Don't miss it—it helps you to score. All we want is a chance to tell you just eaxctly what we are going to do for *you* locally in *your* town.

Factories :
TORONTO
Canada
CLEVELAND
Ohio

Glidden
Varnish Co.
TORONTO, Ontario

Branches :
LONDON
NEW YORK
CHICAGO



There's No Speed Limit

NOTHING in the world is going to hold you down if you buy right, sell right, hustle *and advertise.*

The power behind the Glidden Proposition is a Million Man Strong—and more than that. Its cumulative effect cannot be estimated.

We were pioneers in advertising paints and varnishes. We were progressive, we are progressive and we will continue to be progressive. We work *with* you, not *at* you.

If you don't already know our 1913 proposition on Glidden's Green Label Varnishes, White Enamels, Endurance Wood Stains, JAP-A-LAC, Waterproof Flat Finishes and Cement Coatings, write us and ask for our Dealer Helps.

There's no speed limit to the big profitable business you can build with the Glidden line plus Glidden quality plus Glidden co-operation, plus Glidden Advertising.

Factories:
TORONTO
Canada
CLEVELAND
Ohio

Glidden Varnish Co.

Branches:
LONDON
NEW YORK
CHICAGO

TORONTO, Ontario

Market Situation

Paints And Oils.

The demand for paint goods is fairly active in the west, exceptionally busy in Ontario, and very active in the east. Spring lines of prepared paints, varnishes, stains and kindred goods are reported by manufacturers and jobbers to be going forward to country points in steady and heavy shipments. As the month progressed the movement became more heavy, and at present with the opening of retail sales a few repeats have come in. Booked orders are rather high, though with the advancing season retailers are asking for their requirements. The present year's showing, even judging from passing business, will be fully equal to that of 1912, and last year was the best in the history of the country for the sale of paints through the hardware trade.

Linseed oil crushers seem to have some difficulty about getting seed. They state that transportation facilities are none too good and that in consequence deliveries are slow. Present quotations on the market are firm for oil, with demand splendid, white lead, too, is at stationary prices with good sales reported.

The new crop of turpentine is figuring in price prospects. There is more life to the situation than since the new year came in, and even the price has strengthened somewhat, despite the likelihood of more stocks.

Because of spring activity the market in all paint lines is strong. The new prices of the month are those on pure Paris green, running from 19¼c. per pound in 600 pound barrels, to 23¾ c. for pound tins. In coal oil, too, there has been an advance of a cent a gallon in U. S. water white, with practically depleted stocks of Canadian prime white. Pratt's astral has also advanced to 21½c. Benzine is up a cent a gallon.

Whiting is scarce throughout central and eastern Canada, while there is a good demand for kalsomines and all interior decoration supplies. In common with these goods brushes are bulking up in all orders.

• • • •

The Metal Markets.

Steady business is being done at present in all metals. The situation is much the same as at last report. There is no really outstanding feature, the general condition being sound. Manufactured iron and steel are scarce, and users of these as their raw materials complain of deliveries. All the speculative metals at present are gathering strength, but conditions in these are changing continually.

At the beginning of March copper went up a quarter of a cent, and tin went up a half a cent at the same time. The next week tin declined a cent, and lead fell off 10 cents a hundred, recovering itself within a few days. For the past three weeks the market has been fairly steady with the trade sales good. There is, however, this continual up and down change in quotations.

The early opening of navigation should tend to give the market more activity. The American Steel & Wire Co. have advanced the price of all wire products one dollar a ton. This shows the tendency of the market, in manufactured products at least. All the independents will also advance prices. These advances place plain and barb wire and nails at about the same prices as a year ago, though galvanized barb is 10 cents higher than this time last year.

Copper is gathering strength. Spelter is dull. Babbitt metal is steady. Tin is slightly stronger. Aluminum is selling well. Sheet metals show the greatest activity. Plates are in big demand, and sheets are moving very largely, especially for shingles, roofing, siding and general building purposes.

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Hardware Markets.

Throughout the whole month of March shipments from the jobbing houses have been the big feature of business. These shipments and deliveries are still going forward in large volume, and the whole trade is more than usually busy. Toronto and Montreal wholesale houses report heavy trading, and from the West word comes that business is exceptionally active; this, despite the somewhat uneasy feeling displayed regarding collections in the West.

In Manitoba, and the same condition prevails throughout all Western Canada, demand for general hardware lines has greatly increased during the past three weeks, and the spring activity is even greater than was anticipated. Retail hardwaremen have, since the opening of the year, been ordering somewhat conservatively, so there will be none too heavy stocks remaining at the close of spring.

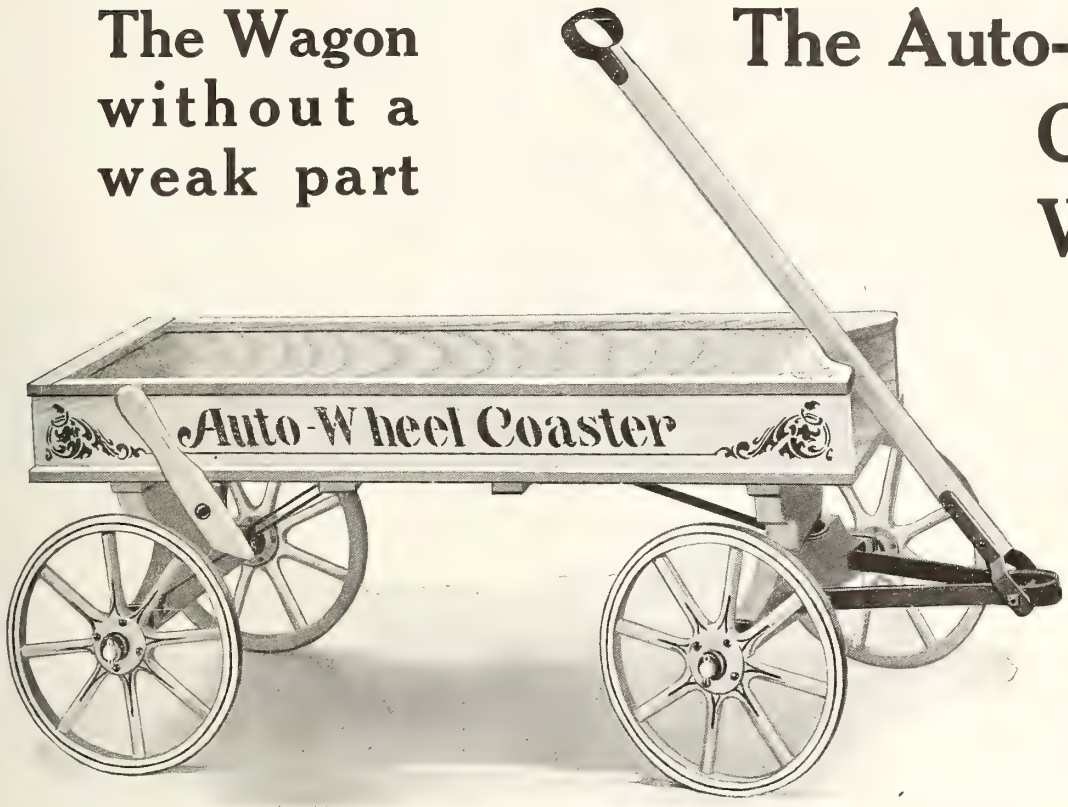
Builders' hardware has been strong all along, and the fear of tight money has not discouraged building operations in the least, though some prophets said there would be a slowing down for a few months this spring and summer. The storm which swept over the continent is responsible for a big call for roofing materials, and nail orders are on the rush list.

Seasonable hardware lines, owing to present demand, are showing depletion of stocks and some fear is expressed that shortages may develop. As well there are rumors of advanced prices in some lines. Wood screws are among the latter. Orders are coming in for summer goods, especially refrigerators, ice cream freezers, lawn mowers, hose, hammocks, swings and garden tools. Shovels, pipe fittings and poultry netting stocks are among the stocks reported short. Booking for fall and winter has begun. Binder twine is being bought more conservatively than for many years. Farm tools generally are moving decidedly well.

In housecleaning goods the passing trade is good. Wringers and washing machines of all grades and makes are figuring in shipments more largely than ever before, and even in the higher class of household and housecleaning articles like electrical goods—vacuum cleaners, irons, toasters, etc.—sales keep improving from season to season.

Firmness in all hardware prices has been the rule during March. An exception to this is a drop of five cents a dozen on mineral and porcelain door knobs reported early in the month. They are now quoted at $1.05 a dozen. New binder twine prices have been issued. They are higher than last year. For 650 ft. twine the new price is 12¾c.; 600 ft. twine is at 11c.; 550 ft. 10c., and 500 ft. 9½c. An allowance of ⅛c. is made on lots of 5 tons,, and ¼c. on 10 ton orders, freight allowance to nearest car point. The higher cost of hemp is claimed responsible for the advance. New price differentials were issued about the middle of the month on manilla and sisal. The new prices show a slight advance The base price is 17c. for pure manilla, 15c. for British manilla, and 12c. for sisal. Other advances are quoted on Stanley hinges and butts of from 5 to 7½ per cent.

The Wagon without a weak part



The Auto-Wheel Coaster Wagon

Made to carry a heavy load

Strong

Easy-Running

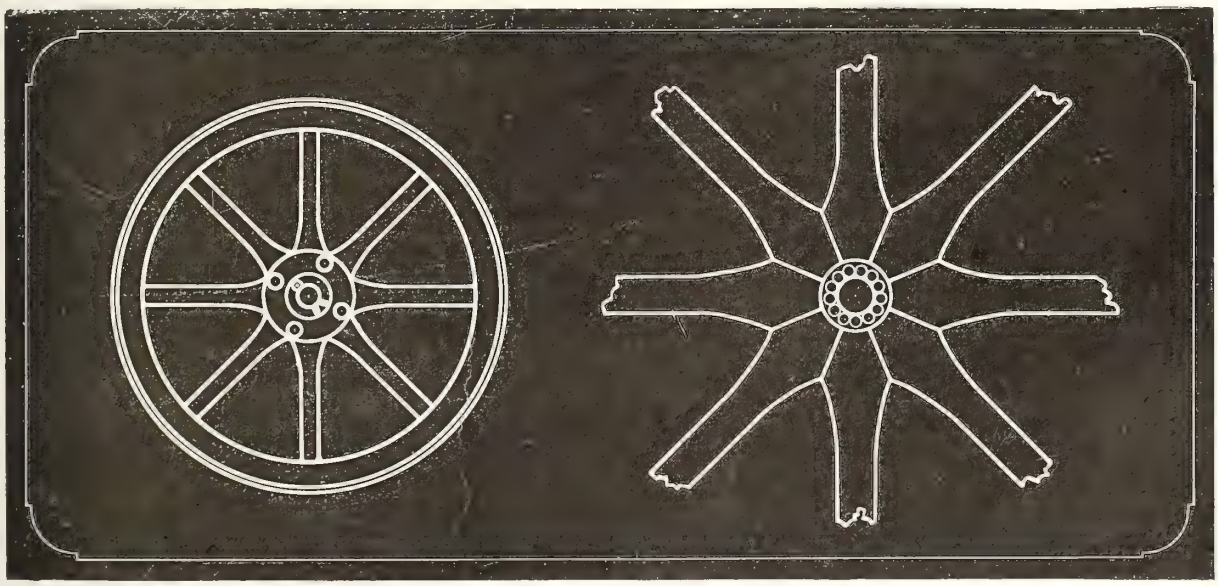
Attractive Appearance

Built like an Automobile

SPECIAL FEATURES OF THE "AUTO WHEEL"

The WHEELS are fitted with steel roller bearings, turning on a steel axle. ¶ THE SPOKES are oval shaped and mitred at the hub—built like an automobile. ¶ THE STEERING DEVICE is a regular "fifth wheel"—instead of a flat metal sheet for the front bolsters to turn on.

THE WOOD is stock selected for hard service, and the PAINTING is very attractive, body in natural color, top rail red, and wheels red with black stripes. ¶ SHIPPED PACKED in a corrugated fibre box which ensures satisfactory delivery. ¶ Note the Construction of the Wheel and sectional view of spokes and bearings:



Ask your jobber to supply the "Auto Wheel"—if he cannot, write us direct. It means profits for you and satisfaction for your customers

The Canadian Buffalo Sled Co., Limited, Preston, Ontario

Heating Lines.

Orders keep coming in pretty actively, and all told the stove business is perhaps about 10 per cent. better for the first quarter of 1913 over the same quarter last season. Summer goods, of course, show the immediate activity in gas and oil stoves, but booking for fall is emminently satisfactory. The one detriment about the stove business at present is the scarcity of steel plates. Manufacturers are having a hard time getting supplies. Some orders placed last November are only being filled now. Pennsylvania mills state they are unable to get sufficient ore and so have to delay steel shipments, and some of the smaller mills have been compelled to close because of this dearth of raw material.

The furnace situation is opening up well and this summer promises to be a record one. All parts of the country report big business. Three of the largest manufacturers in Ontario are experiencing a remarkable expansion of sales, every one of their branch houses, east and west, report advances over any previous business.

In gas ranges and plates dealers are stocking up well from the manufacturers' standpoint, so as to be prepared against any shortage like last year. Already retailers are talking of good sales having been made. This same applies to oil stoves in the country sections. Some new types in this class are being shown this season.

Cooking utensils, enamel and aluminum ware, tinware, etc., grouped as a class, are selling satisfactorily. Prices remain unchanged and the market is steady and strong.

New Season Paris Green Prices.

	per lb.
In barrels about 600 lbs	19¼c.
In Arsenic kegs, 250 lbs	19½c.
In 50 and 100 lb. drums	20½c.
In 25 lb. drums	20¾c.
In 1 lb. packets, 100 lb. in case	22¾c.
In 1 lb. packets, 50 lb. in case	23¼c.
In ½ lb. packets, 100 lbs	23¾c.
In 1 lb. tins	23¾c.

Terms 3 mos. net, or 2 per cent. 30 days.

New Price Differentials on Rope.

Manila and Sisal Rope.

2 in. cir. (⅝ in. dia.) and larger, 3-strand, basis; 4-strand, 1c. above basis.

Rope smaller than 2 in. cir. (⅝ in. dia.) down to and including 1¼ in. cir. (7-16 in. dia.), 3-strand, ½c. above basis; 4-strand, 1½c. above basis.

⅜ in. diam., 3-strand, 1c. above basis; 4-strand, 2c. above basis.

5-16 in. and ¼ in. dia., 3-strand, 1½c. above basis; 4-strand, 2½c. above basis.

3-16 in. dia., 3-strand, 2c. above basis; 4-strand, 3c. above basis.

Bolt Rope (3 or 4-strand).

2 in. cir. (⅝ in. dia.) and larger, 3c. above basis.

Rope smaller than 2 in. cir. (⅝ in. dia.) down to and including 1¼ in. cir. (7-16 in. dia.), 3½c. above basis.

⅜ in. dia., 4c. above basis.

5-16 in. and ¼ in. dia., 4½ above basis.

3-16 in. dia., 5c. above basis.

Courtesy must always be in evidence, and a plenty of it always in stock.

Calendars and Booklets

A $300,000,000 MARKET.

Charles F. Roland, industrial commissioner, Winnipeg, is distributing a large calendar, which, from an industrial point of view, is particularly interesting. One diagram, for example, shows that the output of Winnipeg's factories jumped in value from $18,983,248 in 1905 to $39,400,608 in 1910. Another shows the value of money invested in new buildings to have grown from $15,116,450 in 1910 to $20,000,000 in 1912. Bank clearings in still another diagram are shown to have increased from $188,370,000 in 1902 to $1,500,000,000 in 1912. Another interesting statement is to the effect that the annual purchasing power of the merchants and manufacturers of the West is $300,000,000.

"MOWER MUSIC."

Taylor-Forbes Co., Limited, Guelph, Ont., are publishing spasmodically a house organ, to which they have given the title "Mower Music." The second volume has just come to hand. The object of the firm in getting this out is to advertise T.-F. lawn mowers, and the books contain many valuable talking points which will help the retailer to get rid of his stock. Some of these are in anecdotal form and are very interesting.

In the second number, the Taylor-Forbes Co. make an exceptional offer to all hardware dealers handling their mowers. Their advertising department has mapped out an unusually strong series of lawn mower ads. for the 1913 season, and any of their agents who make the request will be furnished with a number of prepared advertisements free of charge. These ads. will advertise first, the dealer, his store, his service and his location, and secondly, T.-F. lawn mowers. Electros and illustrations will be furnished free, and everything possible will be done to help the retailer have a successful lawn mower season in 1913.

PRESTON BEING ADVERTISED.

The Board of Trade of Preston, Ont., has issued a well gotten-up booklet calling attention to the facilities that town offers manufacturers of all classes of goods. It is well illustrated and contains photographs of the principal streets of the town, public buildings, parks and the larger manufacturing plants located there. These latter include that of Clare Bros., manufacturers of stoves and ranges and furnaces; The Canadian-Buffalo Sled Co., who make boys' sleighs, express wagons, and lawn settees and swings; The Metal Shingle & Siding Co., and P. E. Shantz, manufacturer of plows, straw cutters, hot air furnaces, factory trucks and children's sleighs.

A SPORTING CALENDAR.

The 1913 calendar of the Winchester Repeating Arms Co., New Haven, Conn., has reached this office. It is a large one and shows an old sportsman starting off with his gun over his shoulder and pipe in his mouth for a good day's sport. The picture, which is in natural colors is remarkably life-like.

The Canadian Home of the Moore Line of Quality Paints and Varnishes



Our Paints are made from the Best and Most Lasting Pigments

Moore's Paints and Varnishes Bring Buyers Back

No matter how hard you try to please your customers, nor how accommodating you are, if the paint you sell him does not meet his requirements, does not give him ***perfect satisfaction,*** he will forget your courtesy and your accommodation.

His disappointment will overshadow all the efforts you made to induce him to buy from your store, and he will think only of his misplaced confidence.

There is only one thing that will bring a buyer back---that is ***satisfaction.*** Satisfaction can only be insured by ***quality.***

The dealer who sells Moore's Quality Paints is assured repeat orders from his customers.

Here are some of our leaders---each of them a guaranteed trade winner.

Muresco The best finish on the market for wall and ceiling decoration.
Seni-Flat A perfect flat drying oil paint. Absolutely sanitary and non-poisoness.
House Colors Ready for use.
Floor Paint Dries hard over night.
Mooramel A perfect flowing enamel.
Tile-Like A varnish and stain combined.

Write for Prices and Color Cards

Benjamin Moore & Company, Limited

TORONTO - CANADA

New York Chicago Cleveland

PREVAILING MARKET PRICES.

Toronto, April 7th, 1913

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 25
Antimony, per lb 0 11
Brass rods, ½ to 1 inch... 0 23
Sheets, up to 20 gauge.. 0 27
Tubing, 1 inch, base.... 0 26

Copper ingots, casting 0 18½
Sheets, plain, 14 oz. base 0 29
Sheets, tinned, 14 oz. base 0 30
Sheets, plenished, 14 oz. base 0 37
Sheets, braziers 0 29
Bars, round ½ to 2 in... 0 27

Black Sheets, 28 gauge base,
Toronto 3 00
Montreal 2 80

Canada Plates—
Ordinary, 52 sheets, Toronto 3 10
All bright, 52 sheets..... 4 15

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—
22 gauge, per squire 6 75
24 gauge, per square 5 50
26 gauge, per square ....
28 gauge, per square 4 00

Galvanized Sheets.	Fleur de Lis	Queen's Head
16-20 gauge	3 45	3 70
22-24 gauge	3 40	3 75
26 gauge	3 80	4 15
28 gauge	4 15	4 35

Case lots 25 cents less.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)..	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black, base, 1 inch..... 4 54
Galvanized, base, 1 inch..... 6 19

Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers 60 and 10; flanged, unions, 70; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.

Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

Toronto

Bar Iron, per 100 lb..... 2 00
Forged iron 2 20
Refined horseshoe iron.. 2 30
Sleigh shoe and mild steel 2 15
Iron finished steel, 2 15 2 25
Fire steel 2 35
High speed steel 0 65

Pig Iron, car lots, f.o.b. Toronto
Canadian foundry, No. 1 21 00
Middlesboro, No. 3..... 24 25
Radnor (charcoal) 32 50

Lead, Canadian pig..... 5 00
Imported pig, 100 lb. 5 50
Bar pig..... 7 00
Sheets, base, 2½ lb.sq. ft 8 00
Pipe and waste 9 00
Traps and bends ..... 30 p.c.

Solder, half and half, lb., 30

Spelter, foreign, per 100 lb. 7 25

Sheet Zinc 8 25

Tin, ingots, 100 lb..... 53 00

Tin Plates, charcoal—
M L S, Famous (equal Bradley)
Per box
I C, 14x20 base 7 00
I X, 14x20 base 8 25
I X X, 14x20 base 9 75
"Dominion Crown Best"—Retinned.
I C, 14x20 base 5 50
I X, 14x20 base 6 50
I X X, 14x20 base 7 50
"Allaway's Best" — Standard Quality.
I C, 14x20 base 4 60
I X, 14x20 base 5 50
I X X, 14x20 base 6 40

Bright Cokes, Bessemer Steel.
I C, 14x20 base 4 35

Terne Plates.
I C, 20x28, 112 sheets.. 7 50
I X, Terne Tin 9 00

Charcoal Tin Boiler Plates.
I X X, 14x60, 50 sheet bxs 7 00

Tinned Iron.
72x30 up to 24 gauge, case lots 7 75
72x30 up to 26 gauge, case lots..... 8 50

Scrap Metal, Dealers' Buying Prices—
Heavy Copper and Wire lb. 13
Light copper bottoms ... 11
Heavy red brass 11
Heavy yellow brass .....
Light brass 06½
Tea lead 02½
Heavy lead 3½
Scrap zinc 4½
No. 1 wrought iron 8 00
Machinery cast scrap, No. 1 .....14 50
Stove plate 13 00
Malleable 9 00
Miscellaneous steel 6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—
Gallon tins..... 1 00 1 10

Chemicals, in casks, per lb.—
Arsenate of lead..... 0 10½
Sulphate of copper (blue Stone)..... 0 06
Litharge, ground 0 09
Litharge, flaked..... 0 10
Green copperas (green vitriol) 0 01
Sugar of Lead 0 09

Colors in Oil—
Venetian red, 1-lb. tins, pure 0 12
Chrome, yellow, pure ... 0 20
Golden ochre, pure 0 13
French ochre, pure 0 12
Chrome green, pure 0 10
French permanent green, pure 0 15
Marine black, 25 lb. irons 0 09
Signwriters' black, pure.. 0 17

Glue, in sheets..... 0 10 0 15
1 lb. packages (Brantford) 0 25

Petroleum—
Can. Prime white, gal. 0 12
U.S. Water white 0 13½
U.S. Pratt's astral 0 15½
Castor oil, per lb., in bbls. 0 08 0 09
Motor Gasoline, single bbls. 0 17½
Benzine, per gal, single bbls. 0 15½

Putty— 1st.
Bulk 100 lb. drums.....3 50
Bladders in barrels.....3 75

Ready Mixed Paints—
Per gallon, qt. tins. 1 65 2 00

Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt. .....
Genuine, 100 lb. kegs, per cwt. .....

Shingle Stains—
In 5-gallon buckets..... 0 95

Turpentine and Linseed Oil—
Pure Turpentine, single barrels..... 0 62
Linseed Oil, single barrel, raw 0 55
Linseed Oil, single barrel, boiled 0 58

Rosin, "G" grade, bbl. lots, 100 lbs. 3 60

Varnishes, per gal. cans—
Carriage, No. 1 ..... 1 50
Pale durable body 3 50
Finest elastic gearing .. 3 00
Elastic Oak 1 50
Furniture, polishing 2 00
Furniture, extra 1 20
Furniture, extra No. 1 .. 0 95
Light oil finish 1 35
Gold size japan 2 00
Turps brown japan 1 60
Baking black japan 1 35
Crystal Damar 2 50
Pure asphaltum 1 40
Oilcloth 1 50
Lightning dryer 0 85
Stovepipe varnish, ½ pints,, per gross 8 00
Pure white shellac varnish, in barrels 1 75
Pure orange shellac varnish, in barrels 1 70

White Lead ground in oil—
Canadian pure, less than tons. 8 40
Canadian pure. ton lots..... 8 25

White Zinc—
Extra Red Seal, V.M. (dry) 0 07½
Pure, in 25-lb. irons (in oil)..... 0 10

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50

Toronto, 15 p.c.

Miscellaneous—
Beeswax, per lb. 0 45
Orange mineral, 100 lb. kegs 0 09½
Pine tar, ½ lb. tins, doz. 0 60
Plaster of Paris, bbl. .. 3 00
Paris white, bbls. 0 90
Whiting, gilders, bolted.. 1 00
Whiting, plain 0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05¾

Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.

Forges—
Blacksmith's portable, 135 lbs., ... 9 85

Horse Nails—
$2.80 per box base No. 9 and larger; Samson No. 10 base 2 25

Horseshoes—Iron, light & medium, No. 1 and smaller, $3.75; No. 2 and larger, $3.50; snow pattern, No.. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.

Wire Nails, base..... 2 40
Cut nails—Montreal, $2.40; Toronto, $2.60.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.

Annealed Wire, base $2.50

Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.

Clothes Line Wire—No. 19, $2.10 per 100 ft.

Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.

Fine Steel Wire—25 per cent.

Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.

Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c.

Smooth Steel Wire—base, $2.35.

Wire Fencing, car lots—Toronto
Galvanized, barb 2 25
Galvanized, plain twist .. 2 60

Fence Staples—Bright, $2.60; galvanized, $2.85.

Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅝, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ¾, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.

Wrought Staples—
Galvanized 2 85
Plain 2 60

Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00

Axes — Single bit, per doz. 6 00 9 00
Samson 9 0
Double bit, per doz. 10 00 12 00
Bench axes 6 75 10 00
Broad axes 22 75 25 00
Hunters' axes . 5 00 6 00
'Boys' axes 5 75 6 50
Lathing hatchets 4 70 10 00
Shingle hatchets. 1 45 6 75
Claw hatchets .. 1 70 5 00
Barrel hatchets . 5 50 6 85

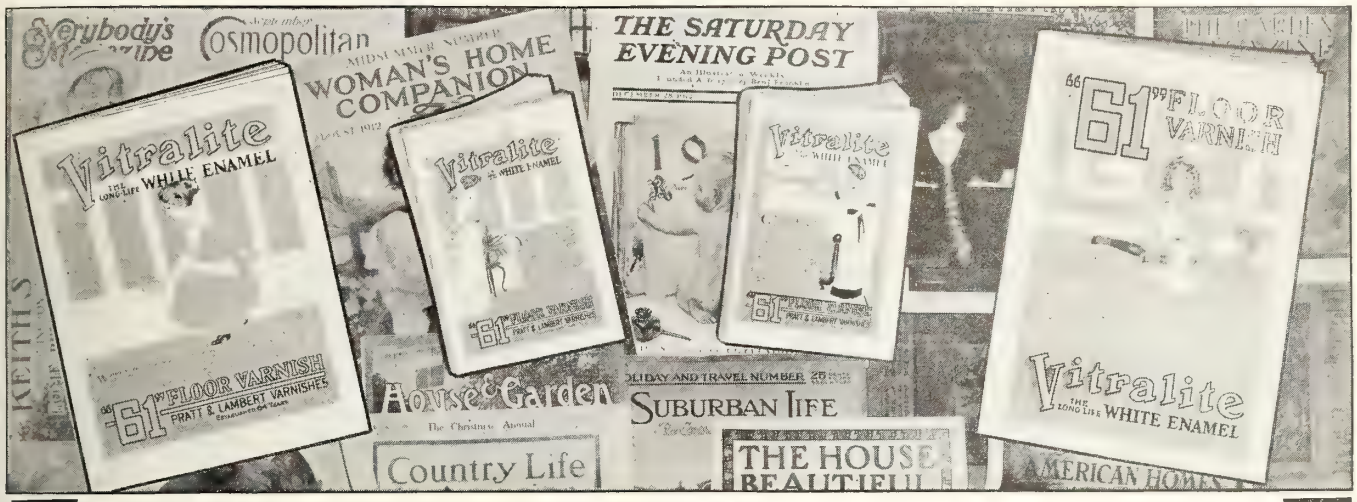
Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder. "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs.: net extras as follows: chilled 40c.; buck and seal 80c.; No. 28 ball $1.20 per 100 lbs; bags less than 25 lbs. ½c. per lb. f.o.b. Montreal, Halifax and St. John. f.o.b. Toronto, Hamilton and London, add 25c. per 100 lbs.

Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.
Tobin High Speed, 50 and 5; Tobin Never-Choke, 60 and 5.

Barn Door Hangers—
Double strap hangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25

Bolts and Nuts—
Carriage Bolts, common new $1 list.
Carriage Bolts, ⅜ and smaller, 60 and 15 p.c.
Carriage Bolts, 7-16 and up, 55 p.c.
Carriage Bolts, Norway Iron ($3 list), 60 p.c.
Machine Bolts, ⅜ and less 65 and 5 p.c.
Machine Bolts, 7-16 and up, 57½ p.c.
Plough Bolts, 55 and 5 p.c.
Blank Bolts, 57½ p.c.
Bolt Ends, 57½ p.c.
Sleigh Shoe Bolts, ⅜ and 55 and 10 p.c.
Sleigh Shoe Bolts, 7-16 and larger, 50 and 5 p.c.
Coach Screws, new list, 70-10 p.c.
Nuts, square, all sizes, 4¼ c. per lb. off.
Nuts, hexagon, all sizes, 4¼ per lb. off.
Stove rods, per lb., 5 ½c to 6c
Stove Bolts, 80.

These New Effective Ads in Great Magazines Mean Pratt & Lambert Varnish Sales and Profits



LOOK at these new Pratt & Lambert Magazine Advertisements. Then follow the arrows to the counter, where the Pratt & Lambert Dealer is *selling* Pratt & Lambert Varnishes. That tells the story.

These advertisements will appear this Spring, in the great magazines of national circulation, such as the Saturday Evening Post, Woman's Home Companion, Cosmopolitan, etc. Varnish users in your locality, will be reached, intensifying the indelible impression, that all past Pratt & Lambert advertising has made. So as soon as varnish or enamel is wanted, Pratt & Lambert will be thought of. The result will be a sale at your store, if you are a Pratt & Lambert Dealer.

Think what this Pratt & Lambert "good will" means to your store!

Why not be a Pratt & Lambert Dealer?

Write for Complete Dealers' Proposition.

Pratt & Lambert-Inc., 30 Courtwright Street, Bridgeburg, Ontario



Pratt & Lambert Varnish Proposition

Quality Sales Profits Repeats...

Factories: Bridgeburg, Ontario New York Buffalo Chicago London Paris Hamburg

Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells, No. 1, $1.65.

Building Paper, Etc.—

Tarred slater's paper, per roll	0 70
O.K. paper, No. 1, per roll	0 95
Plain Fibre, No. 1, per 400 ft. roll	0 50
Tarred Fibre, No. 1, per 400 ft. roll	0 62
Tarred Fibre Cyclone, 25 lb., per roll	0 55
Dry Cyclone, 15 lbs.	0 45
Plain Surprise, per roll	0 40
Resin sized Fibre, per roll	0 42
Asbestos building paper, per 100 lbs.	4 00
Heavy straw, plain & tarred, per ton	37 00
Carpet Felt, per 100 lbs.	2 60
Tarred wool roofing felt, per 100 lb.	2 00
Pitch, Boston or Sydney, per 100 lbs.	0 70
Pitch, Scotch, per 100 lbs.	0 65
Heavy Fibre, 32 & 60, per 100 lbs.	3 00
2 ply Ready Roofing, per square	0 75
3 ply Ready Roofing, per square	0 95
2 ply complete, per roll	1 15
3 ply complete, per roll	1 35
Liquid Roofing Cement, brls. per gal.	0 15
Liquid Roofing Cement, tins	0 20
Crude Coal Tar, per barrel	3 50
Refined Coal Tar, tins, per doz.	1 25
Refined Coal Tar, per barrel	4 50
Shingle varnish, per barrel	4 50
Caps, per lb.	0 06
Nails, per lb.	0 05
Mop, cotton, per lb.	0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 65, 10 and 5 p.c.

Cement—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz. 2 50

Conductor Pipe—

2 inch, in 10 ft. lengths			3 30
3	"	"	4 00
4	"	"	5 28
5	"	"	7 26
6	"	"	8 80

Door Knobs—Canadian, 45 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 50 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—

Single sets, each	1 80
Double sets, each	3 25
Unbreakable rail, 100 feet	5 00

Draw Knives—

Carpenters' 6 inch, doz.	5 25
Holding handles, 8 in., doz.	1 80
Folding handles, 8 inch, doz.	1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—

8 in. in 100 ft. lengths			2 90
10	"	"	3 15
12	"	"	3 68
15	"	"	5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American, Kearney & Foot, Globe, all 75; Black Diamond and Nicholson 66⅔; Jewett's (English list) 27½ Delta 66⅔.

Hammers—Tack, iron, doz. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz. 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 p.c.—
Samson, best quality, 47½ per cent.
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 45 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring)—Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz., $7.00.
Lift Tabular and Hingle Plain, per doz., $5.25.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70

Locks and Keys—Canadian 50 and 10 per cent.

Mallets—Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak 15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—

Sisal rope	0 12
Pure Manilla rope	0 17
"British" Manilla	0 13
Cotton, 3-16 inch and larger	0 24
Russia Deep sea	0 16
Jute	0 09½
Lath Yarn, single	0 11½
Lath Yarn, double	0 11½
Sisal bed cord, 48 feet, per doz.	0 65
Sisal bed cord, 60 feet, per doz.	0 80
Sisal bed cord, 72 feet, per doz.	0 95
Cotton clothes line, 18 off.	
Bag, Russian twine, per lb.	0 27
Wrapping, cotton, 3-ply twine	0 26
Wrapping, cotton 4-ply twine	0 30
Mattress twine, per lb.	0 45
Staging twine, per lb.	0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 90
Mrs. Potts, No. 50, nickle-plated, per set 1 00
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—
Sectional, ½ lb. each, per 100 lbs. 2 5
Solid, 3 to 30 lbs 1 70

Sash Cord—No. 8, per lb. 0 31½

Screws—Wood, F.H., bright 85 10 and 7½
Wood, R.H., bright 80 10 and 7½
Wood, F.H., brass 75 10 and 7½
Wood, R.H., brass 70 10 and 7½
Wood, F.H., bronze 70 10 and 7½
Wood, R.H., bronze 65 10 and 7½
Drive screws 85 10 and 7½
Set, case hardened 60
Square cap 50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 p.c.
No. 3 and 4 grade, 45 per cent.

Soldering Irons—
Base, per lb., 28 cents

Sap Spouts—
Bronzed Iron with hooks, per 1,000 7 50
Eureka tinned steel, hooks, per 1,000 8 00

Staples—

Poultry netting, 100 lbs.	5 70
Bed, 100 lbs., No. 14	6 75
Blind, per lb.	0 12
Coopers' staples, 45 per cent.	
Bright spear point, 75 per cent.	

Stovepipes—

5 & 6 in., per 100 lengths	7 62
7 inch, per 100 lengths	8 18
Nestable, 40 per cent.	
5 and 6-inch elbows, per doz.	1 22
7-inch elbows, per doz.	1 85
Thimbles, 70 p.c.	

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent.
Plain and retinned, 75 and 12½.

Traps (steel game)—Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows—
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.55 per 100 sq ft.; in 50-ft. rolls, $1.60 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 and 10 per cent

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16x24, $1; 18x30, $1.15; 18x36, $1.95.
Flat rim enameled sinks 16x24 $2.65; 18x30, $3.10; 18x36, $. 5

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent
Premier steel ware, 60 and10p.c.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pieced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 p.c.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ p.c.

Silverware—Holloware, 40, flatware, 40 and 10.

Churns—No. 0, $9; No. 1, $9; No. 2, $10; No. 3, $11; No. 4, $13; No. 5, $16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

Washing Machines—

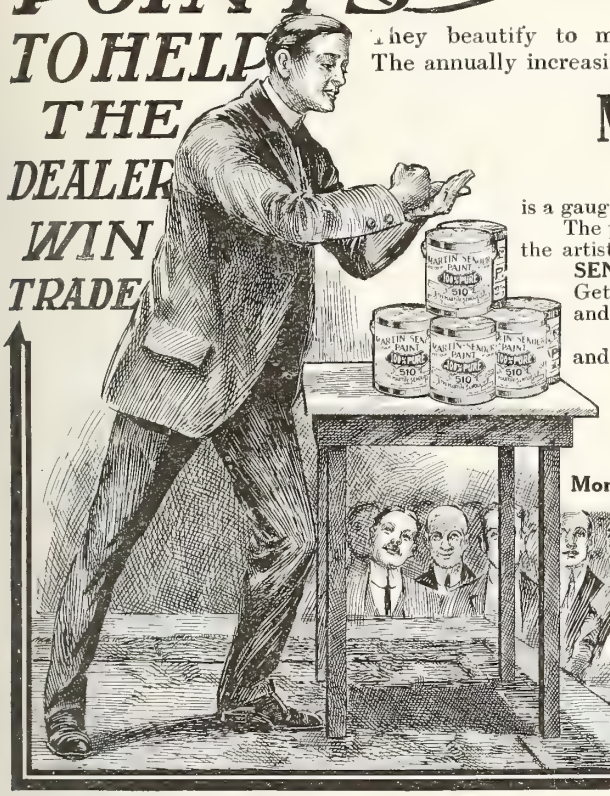
New Ontario	41 25
Round, re-acting, per doz.	78 75
Square, re-act. per doz.	77 50
Dowswell	52 50
New Century, Style A	101 25
Ideal Power	180 00
Daisy	73 25
Stephenson	74 00
Puritan Motor	165 00
Connor, improved	52 50
Ottawa	55 00
Connor Ball Bearing	112 50
Connor Gearless Motor Washer	180 00

Wringers—

Royal Canadian, 11 in., doz.	47 75
Eze, 10 in., per doz.	46 75
Bicycle, 11 inch	60 50
Trojan, 12 inch	100 00
Challenge, 3 year, 11 inch	53 25
Ottawa, 3 year, 11 inch.	58 25
Favorite, 5 year, 11 inch.	61 75

20 per cent.

SELLING POINTS TO HELP THE DEALER WIN TRADE



THE ARTISTIC SIDE OF PAINT

As wealth accumulates, society demands better things. Property owners realizing their debt to society improve their property to satisfy its demand.

They beautify to merit approval—and soon get to delight in things artistic. The annually increasing sales of

MARTIN-SENOUR PAINT

100% PURE

is a gauge of the advance of artistic taste brought to a practical issue.

The paint dealer who takes advantage of prevailing conditions encourages the artistic side of paint. He cultivates it and caters to it with **MARTIN-SENOUR** Paint—the kind that satisfies the most exacting requirements. Get in that class Mr. Dealer—put your paint business on a higher plane and get more profit.

Better not delay getting the agency for **MARTIN-SENOUR PAINTS** and **VARNISHES.**

The Martin-Senour Co. Limited

Pioneers of Pure Paint

Montreal Chicago Winnipeg Lincoln



What do you know about Fresco-Tone?

Acquaint yourself:

Fresco-Tone is the best thing with which to meet the modern demand for simplicity and cleanliness in interior decoration.

It is a flat toned oil paint. It finishes dull and with a soft, velvety depth of beauty. It can be wiped with a damp cloth. If necessary, it can be thoroughly washed. It is permanent.

It is not merely another of a long line of "same things." It is quite distinctive in quality. For we deliberately withheld it from the market until we knew we had developed it to perfection.

Let us send you prices. You should have Fresco-Tone in stock now to meet the Spring demand for interior decorative materials.

BRANDRAM-HENDERSON LIMITED

Montreal · Halifax St. John Toronto Winnipeg

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National Hardware Co., Orillia.

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Cowan & Britton, Limited, Gananoque.
Taylor Forbes Co., Guelph.

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Carborundum Co., Niagara Falls, N. Y.
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Thos. Davidson Mfg. Co., Montreal.
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OUR present dealers' proposition offers you the same high, uniform, reliable quality; the same consumer advertising, back of the well-known label.

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Mfrs. of Bags, Tents, Tarpaulins, Flags
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The Largest Manufacturers in Canada of

Tents, Flags, Awnings, Sails, Horse Blankets, Waterproof Goods, Coal Bags and every description of Camping Goods.

Send us your orders for Tents and keep them in stock. They are put up in bags to keep them clean.

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The efficiency of hardware clerks can be increased by having them read Canadian Hardware every month. Any retailer, already a subscriber, can have two extra papers sent to his clerks each month, for one dollar. Send $1 to renew your own subscription and $1 additional for papers for your store salesmen—a very practical holiday gift.

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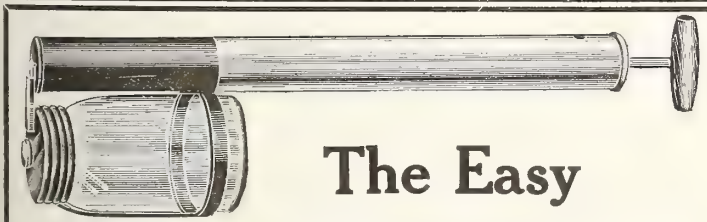
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Tank of galvanized iron. One gallon capacity, automatic or continuous spray. Something new and a great seller.

These will be rapid sellers in 1913. Write for prices now.

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THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

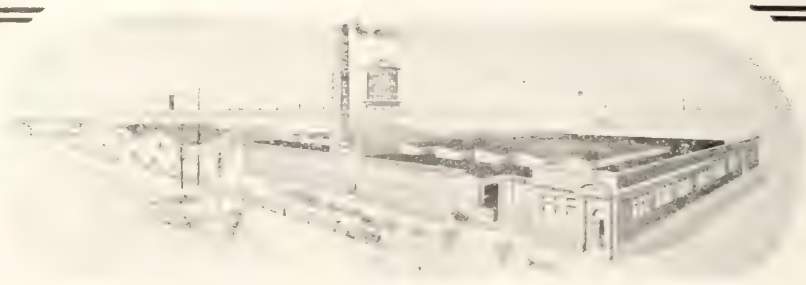
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GLASS



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TO
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Look for it and protect yourself against imitations

Dr. Williams' Fly & Insect Destroyer

Is a line it will **pay you** to popularize amongst your farmer customers.

It is the most successful fly and insect destroyer on the market.

Kills mosquitoes instantly, and a little spraying on horses and cows once or twice a day will free them from the pest for a whole day.

It is a first rate disinfectant, and certain death to any and all species of insects.

These features will certainly appeal to your farmer customers. Get after them.

Write for illustrated booklets

You can make these testimonials a potent selling point, Mr. Dealer

Ontario Agricultural College,
Guelph, Canada, Aug. 10, 1907

Gentlemen,—Replying to your inquiry regarding your Fly and Insect Destroyer, I beg to say that it is giving very good satisfaction on our dairy herd. One gallon of the mixture sprayed the equivalent of 350 cows one day. At $1.00 per gallon this would mean a cost of less than 1-3c. per cow per day.—Yours truly,

(Signed) G. E. DAY, B.S.A.

Boost Dr. Williams' Fly and Insect Destroyer amongst your farmer customers and make them grateful

Menie Stock Farm, MENIE, Sept. 21st 1910.

The Williams Chemical Co., Limited.

Gentlemen,—Enclosed you will find $16.36, amount of our last invoice. We have just got back from Toronto and London fairs, where we had a good success.

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(Signed) WM. STEWART & SON.

171 King Street East,
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(per J. A. J.)

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Lithographed yellow and printed in black. Full directions

The Williams Chemical Co., Limited

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Stay Rollers	*Wagon Jacks*	*Wire Stretchers*
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MOUNTED GRINDSTONES THE ONLY BALL-BEARING GRINDSTONE MADE IN CANADA

AND

DOOR HANGERS ALL KINDS ALL SIZES
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This One

Is the W222 Royal House Door Hanger, favored by architects and careful builders almost everywhere, because—

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2nd. Hanger is ***center-hung*** and always straight, while a ***side-hung*** hanger seldom is.

3rd. Ball-Bearings---Easy running.

4th. Milled Wheels run on maple strips in track---noiseless.

5th. Adjustment in both track and hanger.

Price includes Header



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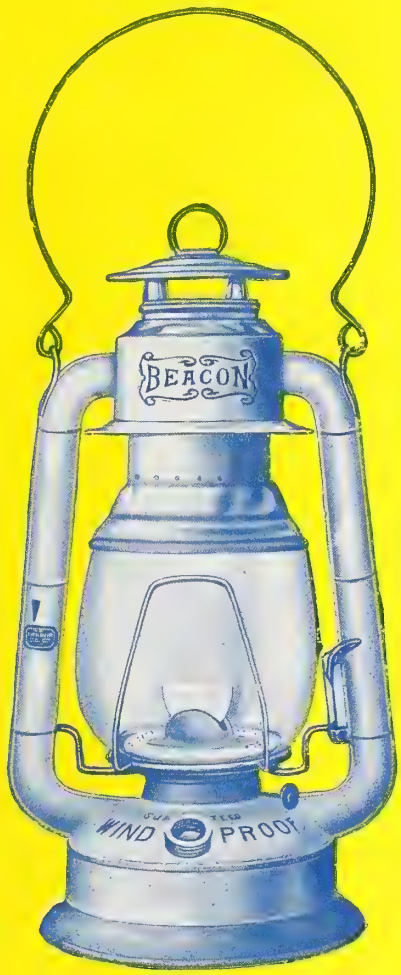
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(1913)

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REMINGTON UMC

What Does Your Customer Pay For in Ammunition?

WHY, plainly, for *shooting quality*—which means accurate loads, uniformity, sure fire, care and experience in the making.

Remington-U. M. C. commands the highest price paid for ammunition made in the Dominion.

It is bought in preference to every other make by sportsmen all over Canada.

If you are not selling Remington-U. M. C., any of these users will tell you that this ammunition is well worth the extra fraction of a cent per load because of its absolute reliability.

Take the lead in the ammunition trade in your section. Feature Remington-U. M. C. —a full aggressive assortment, so you can give any man the load he wants for the kind of game he is after.

Place your orders now for July delivery.

Remington Arms-Union Metallic Cartridge Co.
Windsor Ontario

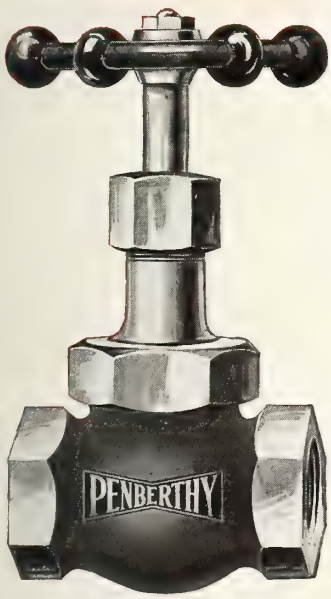
ONE DOLLAR YEARLY MAY, 1913.

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOL. 5. Published Monthly by The Commercial Press, Limited, 32 Colborne Street, Toronto No. 5.

TRADE PENBERTHY MARK

REGRINDING BRASS VALVES



Guaranteed for 200 lbs. Continuous Pressure

Write for catalog and interesting literature on the Penberthy lines. Its free.

The All Quality Line

Isn't it a Fact

That engineers, power plant owners and steam users generally are demanding better valves than they have been getting these past years?

Can You Blame Them

For "kicking" on the excessive cost of repairs, loss of time and replacement of the ordinary kind of valves?

Don't You Find

That they want a valve that will "stand up" under high pressures and severe conditions? And give service and dependability without extra expense.

THEN

Sell them the Penberthy all Quality Valve

THE BEST BY EVERY TEST

We have an interesting proposition to make to THE LIVEST Hardware Dealer in every town in Canada. Write us about it.

Penberthy Injector Co., Limited, Windsor, Ont.

THE GILLETTE

AS OTHERS SEE IT

An Emphatic Statement from a Successful Kingston Dealer

With the writer's full permission we publish below one of the answers received to a circular letter which we sent to the Trade some months ago.



The Gillette Safety Razor Co., August 15th, 1912
Montreal, P.Q.

Dear Sirs,

Yours of the 10th to hand and contents noted.

No, I assure you I have never found it hard to decide about stocking Safety Razors because there is only one on the market. All the makeshift Safety Razors don't interest me for a minute, and when a salesman tells me he has one just as good I ask to see it, and have never found a case yet where my judgment would agree with him when we made comparison.

When a man tells me he has just as good as a Gillette - and I have used one for nine years and still have the first one I bought - I do not consider him a good salesman. To start with, my impression is, "He lies." Next he is trying to change my opinion, which is based on nine years' experience, to his opinion which may be only a few months - and I consider my judgment equally as good as his.

I would rather sell a customer a Gillette than any other article in my store, because he finds out after I have recommended it to him that what I have told him is absolutely true in every respect.

Respectfully yours,

W. W. Gibson

The Gillette Safety Razor is indeed fortunate in the friends it makes—and KEEPS.

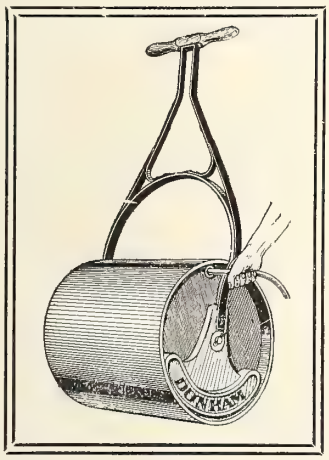
The Gillette Safety Razor Co. of Canada, Ltd.

OFFICE and FACTORY — THE NEW GILLETTE BUILDING, MONTREAL

Seasonable Goods
That are Profitable to Handle

"Hurry up" orders will have our immediate attention

We name a few taken from our comprehensive stocks and invite your enquiries for prices and full particulars.



DUNHAM WATER WEIGHT ROLLERS

Roller Bearing and 44 per cent. easier to operate than any other Roller

We give below a few sizes and particulars of Rollers in stock ready for immediate shipment:

	Diameter inches	Section	Weight Empty	Filled with Water	Filled with Sand
H. W. 6	24	1	185	560	860
H. W. 10	18	2	160	360	560
H. W. 12	24	2	230	710	1,060
H. W. 14	24	2	185	560	860

The counterbalancing weights keep handle in upright position, thus avoiding contact with the ground.

Write for Illustrated Literature

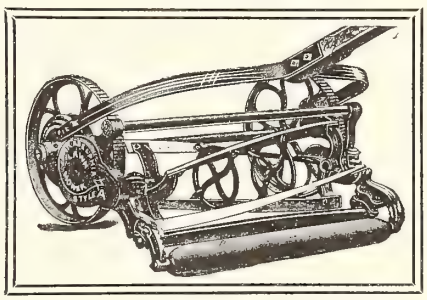
Complete Lines of Lawn Mowers

We carry the following well known makes:

Pennsylvania Low and High Wheel—16, 17, 18, 19 in. widths. Keystone, Spider, Matchless, Adanac, Empress Ball Bearing Woodyatt, Star, Daisy, also the Utica Lawn Trimmer and Philadelphia and Pennsylvania Golf Mowers.

Other Requisites for the Upkeep of the Garden

Lawn Hose and Fittings, Hose Reels, Lawn Sprinklers, Hoes, Spades, Wheelbarrows, etc.



Send us your enquiries—We'll look after them promptly

Rice Lewis & Son, Limited
TORONTO Established 1847 ONTARIO

Canadian Wholesale Hardware Directory

The following firms will be pleased to quote prices, or have their traveling salesman confer, with retail hardware dealers, regarding lines advertised by manufacturers in Canadian Hardware, Stove and Paint Journal.

A. M. Bell & Co., Limited	Halifax, N.S.
Wm. Stairs, Son & Morrow, (Established 1810)	Halifax, N.S.
Emerson & Fisher, Limited	St. John, N.B.
T. McAvity & Sons, Limited	St. John, N.B.
W. H. Thorne & Co., Limited	St. John, N.B.
Caverhill, Learmont & Co.,	Montreal, Que.
Frothingham & Workman, Limited	Montreal, Que.
L. H. Hebert & Cie., Limited	Montreal, Que.
Lewis Bros., Limited	Montreal, Que.
Starke-Seybold, Limited	Montreal, Que.
Wood, Vallance & Co.	Hamilton, Ont.
Hobbs Hardware Co., Limited	London, Ont.
H. S. Howland, Sons & Co., Limited Manufacturers Graham Nails, Samson Brand Farm Tools, Bldg. Paper, Etc.	Toronto, Ont.
Rice Lewis & Son, Limited	Toronto, Ont.
Kennedy Hardware Co., Limited	Toronto, Ont.
James Ashdown Hardware Co., Limited	Winnipeg, Man.
Marshall Wells Co., Limited	Winnipeg, Man.
Merrick-Anderson Co., Inc.	Winnipeg, Man.
Miller-Morse Hardware Co., Limited	Winnipeg, Man.
Wood, Vallance, Limited	Winnipeg, Man.
Peart Bros. Hardware Co., Limited	Regina, Sask.
J. H. Ashdown Hardware Co., Limited	Saskatoon, Sask.
J. H. Ashdown Hardware Co., Limited	Calgary, Alta.
Wood, Vallance & Adams	Calgary, Alta.
Marshall Wells Alberta Co., Limited	Edmonton, Alta.
Revillon Bros., Limited	Edmonton, Alta
McLennan, McFeeley & Co., Limited	Vancouver, B.C.
Wood, Vallance & Leggatt, Limited	Vancouver, B.C.

"SAMSON"
Window Dressing Contest

SIXTY DOLLARS IN PRIZES

We offer five cash prizes for the most attractive Window Displays of our "SAMSON" goods during the months of May and June, on the basis of:—

$25.00 for the Best Display
$15.00 for the Second Best Display
$10.00 for the Third Best Display
$ 5.00 for the Fourth Best Display
$5.00 for the Fifth Best Display

YOUR PART IN THE CONTEST

Windows must be dressed exclusively with our "SAMSON" Brand of Goods and be on exhibition for at least one week,—all photographs to be mailed to us not later than July 2nd.

You may submit as many Photos of Different Displays as you wish

Incidentally,—A good clear photograph will "boost" your chance of the First Prize.

OUR PART IN THE CONTEST

We have a supply of "SAMSON" Window and Display Cards and will forward a supply to any customer on request.

We also reserve the right to use for publication, any of the photographs sent in competition, as it is our intention to publish the Displays in subsequent issues of the Bulletin,—together with such remarks as will encourage further effort along the same line.

The Judges of this contest will be:—

MR. GEO. DAVIS, of "Hardware and Metal."
MR. WESTON WRIGLEY, of "Canadian Hardware, Stove & Paint Journal."
MR. H. HOLLINSWORTH, President of "Canadian Window Dressing Association."

and Prizes will be awarded strictly according to merit.

It is now an established fact that the dealer who dresses his window exclusively with one Brand of Goods, will obtain better results than if he does not use this up-to-date method of Window Display. Customers will find it distinctly to their advantage to encourage their employees in aggressive Window Dressing with our "SAMSON" Lines, such as:—

"Samson" Roofing "Samson" Garden Tools "Samson" Farm Tools
"Samson" Metal Ware "Samson" Sporting Goods

REMEMBER:—That while having a chance for the First Prize, you will be quite sure of an increase in your sales of "SAMSON" goods, and the beauty of it is,—there is good money for you in "THE SAMSON BRAND"

"SAMSON" SPELLS PROSPERITY ENTER THE COMPETITION NOW

H. S. HOWLAND, SONS & CO., Limited

We Ship Promptly **WHOLESALE HARDWARE** **Our Prices are right**

TORONTO

Graham Nails are the Best

"R-W"
No.
321

CANADA'S VERY BEST BARN DOOR HANGER

Examine It Critically



A Barn Door

hung on Richards-Wilcox Trolley Track and Hangers is hung **Right.** It is jump-proof, storm-proof, sparrow-proof and trouble-proof.

This is the best barn door hanger made because it is

1. Center-hung, not side-hung.
2. Flexible, allowing door to swing.
3. Detachable by removing hinge pin.
4. Completely enclosed.
5. Adjustable laterally for doors 1 3-4 to 2 1-2 in. thick.

Hanger, Track and Brackets ALL STEEL, except milled grey iron wheels. Fine roller bearings run easy.

This shows the flat surfaces supplied for wheels to run on. Note the strength.

This cross-view shows how evenly the weight is distributed in this center-hung hanger.

Every barn you equip with this splendid Hanger sells two more sets. That is its record.

Richards-Wilcox

CANADIAN COMPANY, LTD.
LONDON, ONTARIO.

A merchant's good reputation is made by pushing new things that are good things. This is an opportunity.



"EMPRESS"
Lawn Mowers are Trade Builders

They are easy running, smooth cutting, and efficient after many years of service.

High grade bearings and carefully designed machine parts insure lasting, alignment and easy driving capacity.

These popular features combined with very reasonable prices make them particularly acceptable to your best class of customers.

The "Empress" requires very little pushing, but any extra effort on your part will certainly be rewarded by increased profits.

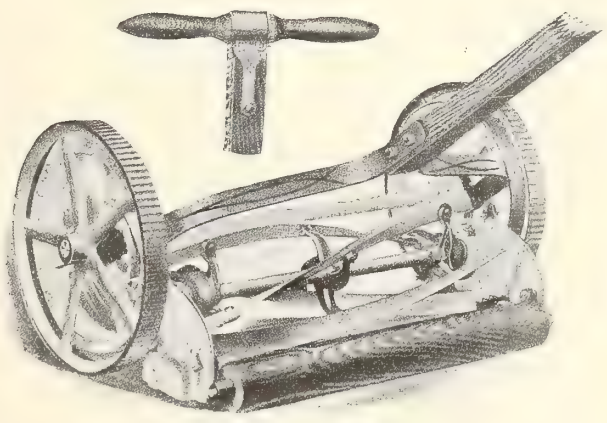
Over thirty years' experience in Lawn Mower making is back of these machines and they are fully guaranteed.

Let us know of your requirements, we can give you perfect satisfaction

Our Other well-known Brands

"Adanac" "Woodyatt"
"Ontario" "Star"
"Mayflower"
"Philadelphia" "Daisy"

If your Jobber hasn't these Brands in stock --- write us.



The "Empress"

"A MOWER FOR EVERY LAWN"

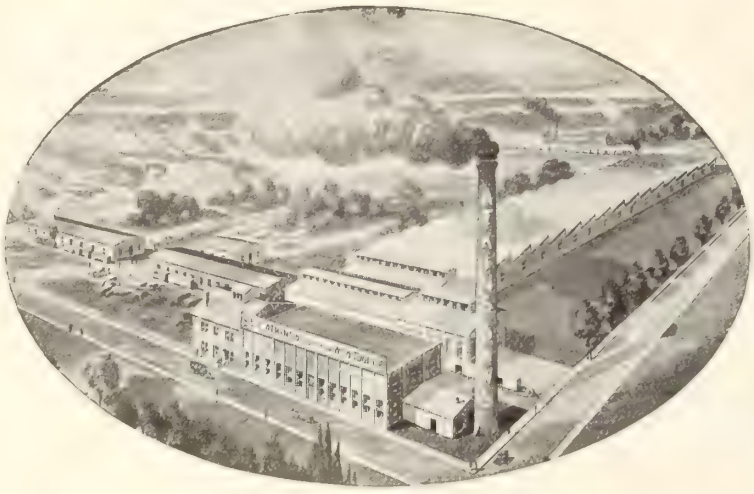
TAYLOR-FORBES CO., LIMITED

Taylor-Forbes Co., 246 Craig St.. Montreal
H. G. Rogers, 53½ Dock St., St. John, N. B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
GUELPH, ONT.

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A, MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

ATKINS STERLING SAWS



Canada's big Saw Factory. Where ATKINS STERLING SAWS are made. We are wide awake. Our methods are progressive. We manufacture Saws which make good and establish confidence with your best trade. We back this up by a progressive sales co-operation that makes the most money.

Why not specialize on ATKINS STERLING SAWS this Spring. Buy from your usual source, but insist on the genuine article with our name on the blade. If you have any difficulty in getting them in this way, write to us direct.

E. C. ATKINS & CO.

Makers of Sterling Saws

Factory: Hamilton, Ont. **Branch: Vancouver, B.C.**



Stock Up on the New

NICHOLSON-MADE

MOWER FILE

WE have a new file—a solid-handle mower file for sharpening sections, that saves removing the knife from mower or binder cutterbars. It is made in regular or reverse style. We not only advertise it to farmers in the Montreal Star—over 1,000,000 advertisements of it distributed among farm readers—but recommend that they use three such files a season.

Help Your Trade During Haying

by ordering a stock NOW, through your regular jobber, in your regular "Nicholson-made" File Brand. Remember to order "Nicholson-made Solid Handle Mower File, Regular Section" and also "Nicholson-made Solid Handle Mower File, Reverse Section." Do this now. We are sending the Consumers to your store to get them.

Order Nicholson-made Files To-day through Your Jobber. Sort Up your Stock. Add Solid Handle Mower Files. Here are Nicholson-made Brands:

American, Arcade, Globe, Great Western, Kearney & Foot

NICHOLSON FILE CO.

PORT HOPE - CANADA

32



The Recognized Standard

Bench Axes, Adzes, Chopping Axes have a crucible steel bit of Sheffield Steel. This method of manufacture although expensive produces a very superior article.

We harden in water, not oil, thereby obtaining the only satisfactory tool for use in wood.

In case of defects we instantly replace.

Allan Hills Edge Tool Co.

LIMITED

Galt - Canada

DOMINION GUARANTEED AMMUNITION

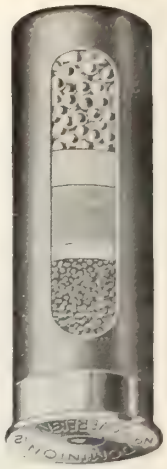


is the best on the market to-day.

Made by Canadians for Canadian sportsmen.

Every shell is perfect from primer to crimp, which insures the best results.

Uniform velocities, medium pressures, close grouping of shot, go to make up the essential parts of the shot shell which will be found in Dominion Improved and Proved Ammunition.



Insist on having Dominion Ammunition

Dominion Cartridge Company LIMITED

Montreal, Canada

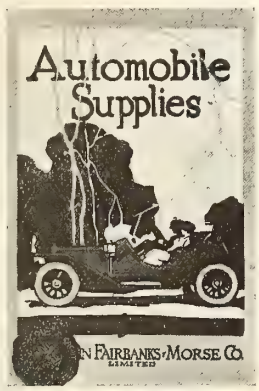
Guaranteed Absolutely Rustless

Should be used in every better class of building



Write for Sample
The B. Greening Wire Co.
Limited
Hamilton Canada

Get These Two New Catalogs Before You Stock Your Automobile and Motor Boat Supplies





They are just off the press and we want every hardware dealer in Canada to be sure to get a copy at once. We carry a complete line of standard automobile and motor boat supplies at all our various Branch Houses and can ship goods the same day ordered.

The quality of these supplies is absolutely of the very highest grade, and they are of the many well-known makes that the Canadian trade demands. Not only do the manufacturers stand back of them, but we as Canadian distributors guarantee their quality.

The very liberal discounts that we allow dealers enable them to obtain a handsome profit on this business.

The extensive advertising campaign conducted in behalf of these goods makes them easy to sell.

A limited edition of these two catalogs has been published, so you had better write for your copy without delay.

THE CANADIAN FAIRBANKS-MORSE CO.

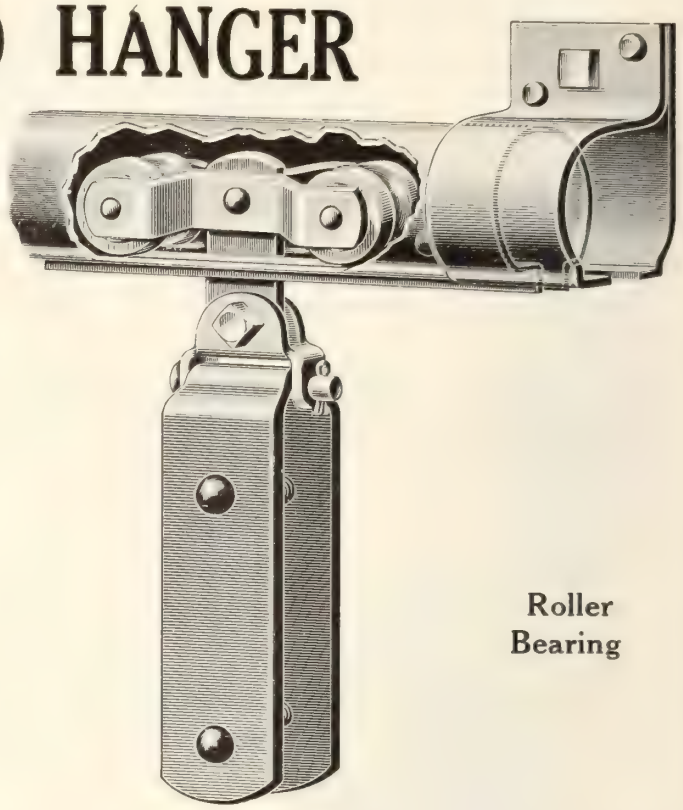
LIMITED

TORONTO MONTREAL WINNIPEG ST. JOHN SASKATOON OTTAWA CALGARY VANCOUVER

THE TORPEDO HANGER

This is the Torpedo trolley hanger with the round, enclosed, self-cleaning rail, making the hanger absolutely storm proof, and able to stand an unusual strain. Tandem trucks distribute the weight evenly, and roller bearings make the action swift and noiseless.

Packed—1 pair in a box complete with screws
Rail—In 3 ft. lengths, 8 lengths per bundle



Roller Bearing

Canada Steel Goods Co.,
Hamilton, Ont. Limited

RESCENT BRAND Butts and Hinges

Iron

Steel

THE STEEL COMPANY
OF CANADA, LIMITED

Book Your Orders Now for Spring Delivery

Putty
White Lead
Stove Bolts
Iron Nuts
Eye Bolts
Stove Rods
Iron Rivets
Washers

WE CARRY A LARGE STOCK OF

Stove Scrapers
Stove Pins
Stove Pipe Wire
Stove Pipe Eyes
Machine Screws & Nuts
Cotter Pins
Mica Nuts
Pig Iron

DISTRICT SALES OFFICES AT

HAMILTON TORONTO MONTREAL WINNIPEG

Nails

Wire

MAXWELL'S BARROWS

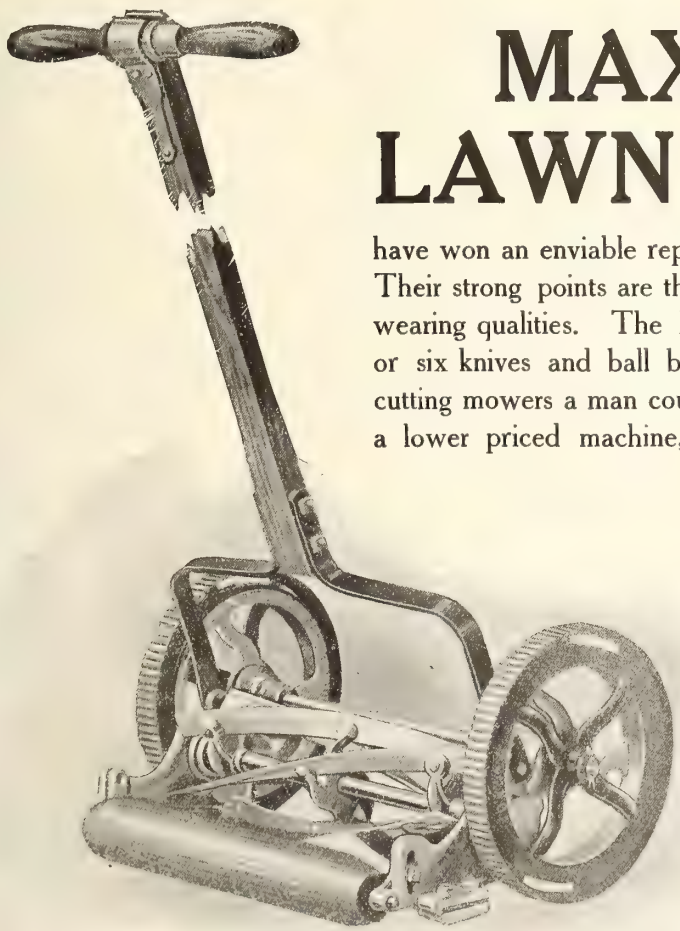
are noted for exceptional strength in proportion to their weight. That comes from good designing and the use of carefully selected materials.

The wood used in their construction is tough, thoroughly seasoned and durable, while the steel wheels are practically indestructible.

Made in several styles, including General Purpose, Garden, Railroad and Mortar Barrows, in weights ranging from 49 to 70 lbs. Whatever your customer's needs, there's a Maxwell Barrow to satisfy them.



No. 1 General Purpose Barrow



Maxwell's High Speed Lawn Mower

MAXWELL'S LAWN MOWERS

have won an enviable reputation on both public and private lawns. Their strong points are their clean, easy cutting and their splendid wearing qualities. The Maxwell High Wheel Models, with five or six knives and ball bearings, are the easiest running, cleanest cutting mowers a man could wish to use. For the man who wants a lower priced machine, the cheaper Maxwell models give the best value that can be had. Wheel heights run from 8 to 10½ inches—the number of knives from 3 to 6—and the cutting widths from 12 to 20 inches. You are doing a real service to your customer, and thus to yourself, when you recommend the Maxwell Lawn Mower.

Write for Catalogue of House and Garden Specialties to

DAVID MAXWELL & SONS, St. Mary's, Ont.

Paint Oil Profits

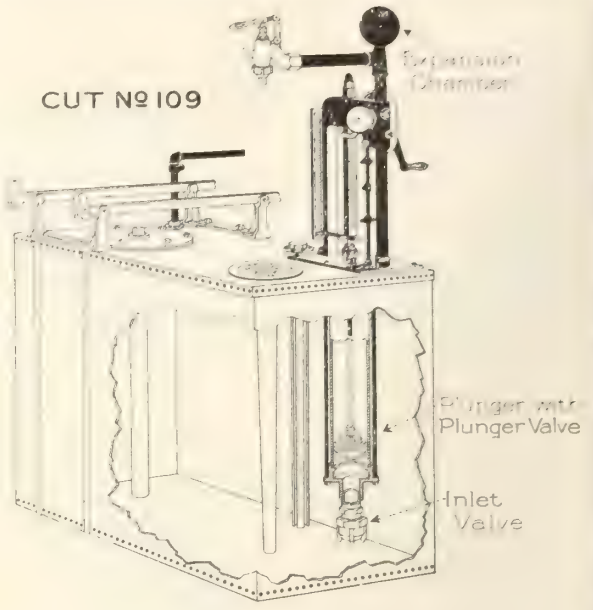
Depend Upon

Proper Storage Methods

Anybody can sell paint oils but comparatively few dealers sell them at a profit.

Why?

Because of the tremendous waste under the old methods. Just stop and think how much time and labor is lost in drawing oil from a barrel or tin tank. Look at the measures, funnels, floors and faucets—you can see the oil that is wasted there. Then think how much oil is absorbed by the barrel and how this absorption affects the quality of the oil that you do sell.
Every cent of this loss can be stopped and turned into your pocket as clear profit by using a



Bowser Paint Oil System

Paint Oil Storage Systems

Listed by

Board of Underwriters

The question of proper oil storage has been one of great importance with insurance companies and the National Board of Underwriters. There are certain specifications in the storage of linseed oils, varnishes, dryers and kindred liquids that must be complied with in a storage system in order to insure safety and to maintain the quality of the oil.

At the present time there is but one "paint oil" storage system in the Dominion of Canada that is listed by the Board of Underwriters and that is the one manufactured and sold by S. F. Bowser & Co., Inc., Toronto, Ont. The specially constructed pump with the automatic venting system makes it an ideal arrangement for this purpose.

The pump is so arranged that the valves and interior of the measuring cylinder are submerged in oil at all times, making it impossible for these vital parts to gum or corrode. The discharge nozzle has an air-tight shut-off and the plunger rod operates through a stuffing box, making it absolutely air-tight.

Study the diagram—It shows the method of construction and why the Bowser has won international favor.

This system is the only equipment for paint oils sold in the Dom nion of Canada that has been passed by the National Board of Underwriters—This fact demonstrates its safety.

While the safety feature is very essential in a storage system and is found in its highest degree in the Bowser, still the economic and profit-paying advantages alone are sufficient to recommend its installation.

The Bowser System has been installed by hardware and paint dealers from Nova Scotia to Vancouver—Why—because it pays a profit impossible to get in any other manner.

It will pay you the same as it has paid others—Let us send you details.

Write for illustrated booklet, telling more about this interesting subject. It is mailed free upon request.

S. F. Bowser & Company, Inc.

66-68 Frazer Avenue

TORONTO, ONT., CANADA

Made by Canadian Workmen and sold by Canadian Salesmen.

SALES OFFICES IN ALL CENTERS AND REPRESENTATIVES EVERYWHERE.

Original patentees and manufacturers of standard, self-measuring, hand and power driven pumps, large and small tanks, gasolene and oil storage systems, self-registering pipe line measures, oil filtering and circulating systems, dry cleaner's systems, etc.

Established 1885.

One for Every Merchant

$30



No. 216
Detail Adder

$75



No. 333
Total Adder

$135



No. 416
Total Adder, Sales-Strip Printer

$300



No. 452
Total Adder, Receipt and Sales-Strip Printer

$430



No. 542
Total Adder, Receipt and Sales-Strip Printer with Separate Departments or Clerks' Adding Wheels.

NO MATTER how large or how small your business is there is a sort and size of National Cash Register built to serve your particular requirements.

The one for your business will save you money, pays for itself out of part of the money that it saves, and insures you more profit.

It will encourage clerks to sell more goods, prevent misunderstandings and benefit customers.

The prices range from $30 to $900.

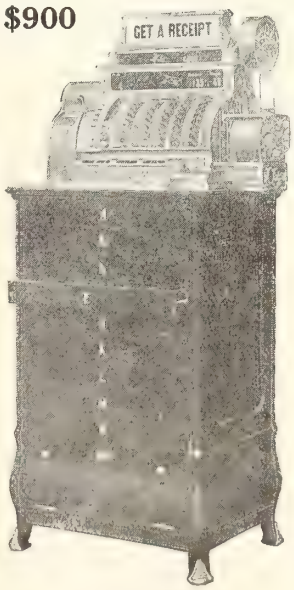
Tell us how many clerks you employ, and we will furnish you with complete information regarding a register built to meet the particular needs of your store.

The National Cash Register Company
285 Yonge Street, Toronto
Canadian Factory, Toronto

$595 $900



No. 562-6
Total Adder, Receipt and Sales-Strip Printer with Separate Counters and Drawers for Six Clerks.



No. 598G-EL-9
Counters and Drawers for Nine Clerks. Electrically Operated and Illuminated

$50



No. 313
Total Adder

$55



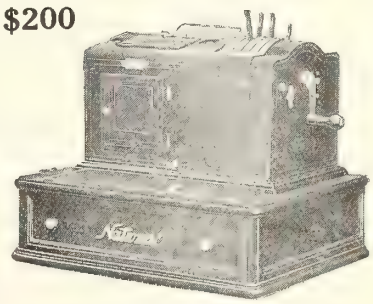
No. 1023
Drawer Operated

$100



No. 337
Total Adder

$200



No. 143
Sales Strip Printer for Cashiers.

$565



No. 572-4
Total Adder, Receipt and Sales-Strip Printer and Separate Counters and Drawers for Each Clerk.

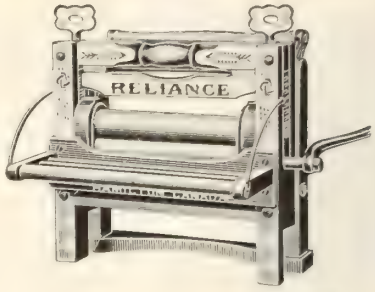
High Grade Clothes Wringers

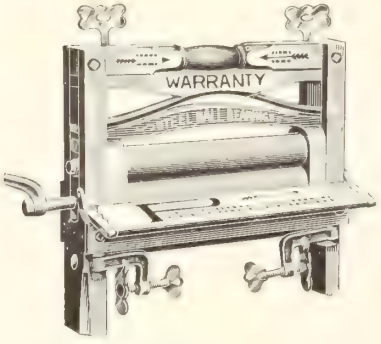
ARROW BRAND

THE BEST EVER and THE BEST NOW

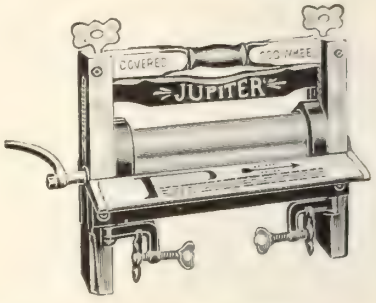
Fitted with Live Rubber Rolls, Most Durable and Highly Elastic. Anti-Chemical Rolls are not affected by acids or Washing Compounds.

We make wringers in many designs and various grades to suit the requirements of **Private families, Hotels, Hospitals, Clothing Manufacturers and Public Institutions.** Manufacture them in every detail under our own roof from the best Raw Materials, and every casting, bolt and screw in them are, and have for many years been **ELECTRO-GALVANIZED** to prevent rust.







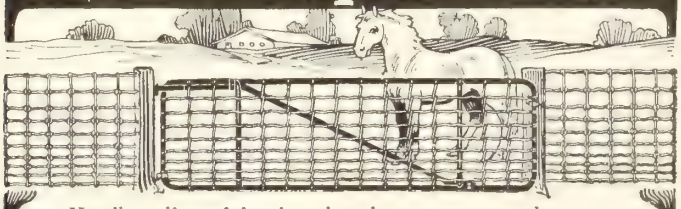


Made at Hamilton, Canada, by the Largest Manufacturers of Clothes Wringers in the British Empire

Cummer-Dowswell, Limited

AGENTS W. L. Haldimand & Son, Montreal
H. F. Moulden & Son, Winnipeg

Build Up a Profitable Fence Department!



Handle a line of fencing that does not serve only as a mere boundary line, but one that gives real fence service—one that is built strong enough to withstand the onslaughts of stock as well as the ravages of all kinds of weather. Such a fence is

Peerless Fencing

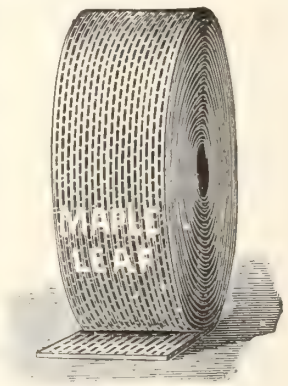
You can sell this fence with a clear conscience. You can guarantee that **Peerless** goods will give full satisfaction. We will stand right back of your guarantee, whether it be in farm fencing, poultry fence, ornamental fence, gates or any other lines we manufacture, our policy is to satisfy every customer if at all possible to do so. **Peerless** fencing is well advertised through farm papers or other mediums. It is a line that is easily sold. Having an agency for **Peerless** will sell other goods for you.

It's Made of Heavy Open Hearth Steel Wire

with all the impurities burned out and all the strength and toughness left in. Heavily galvanized. Every intersection is locked together with a Peerless clamp. Top and bottom wires of Peerless Poultry Fencing are extra heavy—extra strong. Consequently fewer posts are required. **Peerless** fencing can't sag—can't rust—can't get out of shape—can't help giving absolute satisfaction.

Send for our dealer's proposition. It's attractive. It will interest you. It's well worth a stamp. Send today.

BANWELL-HOXIE WIRE FENCE CO., Ltd.
Winnipeg, Man. Hamilton, Ont.



To The Hardware Trade

Look over your stock and send your orders in NOW for

"Maple Leaf" Belting and Belt Dressing

so as to insure delivery within a reasonable time.

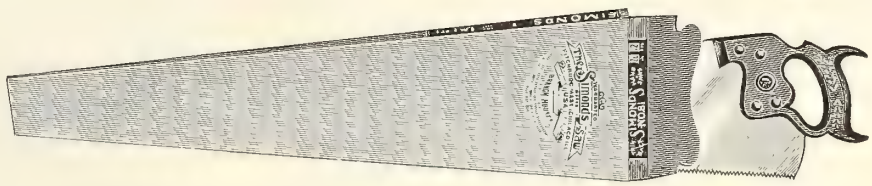
Manufactured only by the

Dominion Belting Co., Limited
Hamilton - Canada

SIMONDS SAWS

"I Tell You It's a Great Saw"

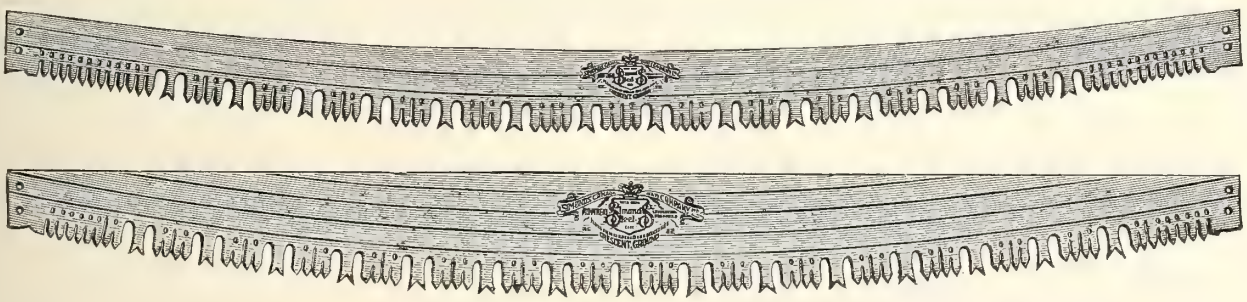
Show the Simonds Hand Saw to your Carpenters and explain about the high quality crucible steel of which it is made.



When considering your stock of Cross-Cut Saws figure on the saw that will give you the most profit. That doesn't mean the cheapest saw. That means the saw that will give your customers the greatest amount of satisfaction. Simonds Crescent Ground Cross-Cut Saws are guaranteed to give satisfaction and cut more than any other brand made. The price is not low but the quality is extremely high and when you sell a Simonds Saw you make a friend. If you would like to have our catalog and discounts on Hand Saws, Crescent Ground Cross-Cut Saws, Hack Saws, Files, etc., just drop us a postcard. Be sure and order Simonds Saws.

Simonds Canada Saw Co., Limited

Factory: Montreal **Branches: St. John, N. B., Vancouver, B. C.**





Quality Counts—

But Counts DOUBLY When Price is Right

When you can say to your customer, "This bit is the best you can buy and the price is right," you make a satisfactory sale.

Dealers who handle **TOBIN HIGH SPEED BITS** know this. Send an order for them, they are business makers. We will send a sample FREE to any dealer

Tobin Arms Mfg. Co., Ltd., Woodstock, Ontario

Women Spend Thousands for Washers

Every year Canadian women spend many thousands for washing machines. And the field is ever expanding and growing richer. With some attention and a good, up-to-date washer like ***The Connor Ball-Bearing Washer,*** you could establish a very profitable washing machine dept. in your store. Other progressive dealers find ***The Connor Ball-Bearing*** a big seller. Write for new catalog which describes some new washing machine features that make ***The Connor Ball-Bearing*** a big favorite with women.

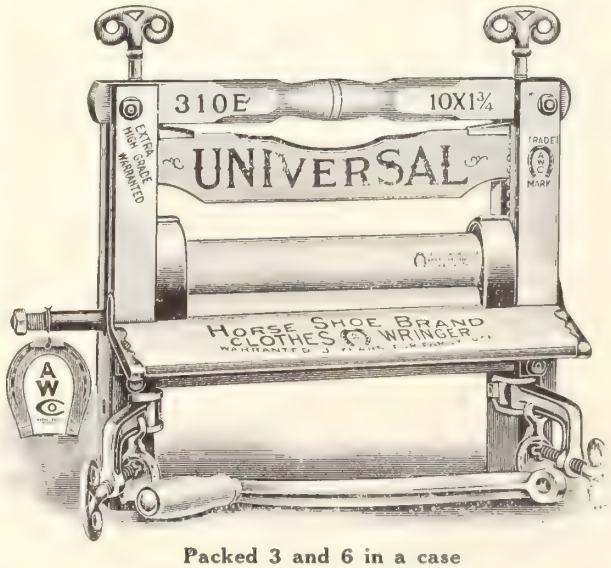


J. H. Connor & Son
LIMITED

Ottawa : Ontario

NEW LINE

UNIVERSAL CLOTHES WRINGERS



Packed 3 and 6 in a case

Plain Bearings and Steel Ball Bearings

Spiral Pressure Springs Enclosed Cog Wheels

PLAIN BEARINGS

No. 310E	- - - -	Rolls, 10x1¾ inches
No. 311E	- - - -	Rolls, 11x1¾ inches

STEEL BALL BEARINGS

No. 317E	- - - -	Rolls, 10x1¾ inches
No. 318E	- - - -	Rolls, 11x1¾ inches

SAME STYLE MADE IN FOLDING BENCH.

Send for Catalog (T).

THE AMERICAN WRINGER COMPANY

99 CHAMBERS STREET, NEW YORK, U.S.A.

Souvenir Stoves and Ranges

Gurney, Hamilton Locks and Builders' Hardware

SOUVENIR
Famous For Good Baking
RANGES

New Idea Furnaces and Registers

New Idea Boilers and Radiators

Are You Looking for an Increase in Your Furnace Heating Business?

If so, now's the time to investigate the construction and selling qualities of the

NEW IDEA SOUVENIR FURNACE

"The Hamilton Stove & Heater Co., Limited, will, in the event of any defect developing in the fire-pot of this furnace within five years of date of installation, indemnify the owner of furnace by supplying free of charge, F.O.B. maker's factory, a new fire-pot."

This Five Year Guarantee Goes With Every New Idea

Let us send, for your consideration, the details of our special plans to boost your trade. A post card will bring it.

Hamilton Stove & Heater Co., Limited

(Successors to Gurney, Tilden & Company, Limited)

Hamilton, Ontario

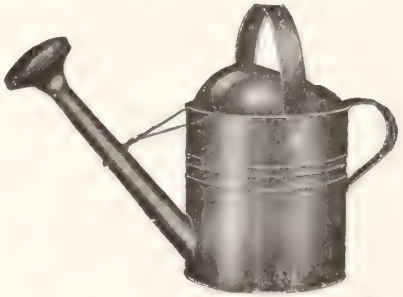
TILDEN, GURNEY & CO., LTD., Winnipeg, Calgary, Vancouver

S. M. P. WATERING POTS

FITTED WITH—

Seamless Breasts, Patent Zinc Roses and Detachable Spouts

Plain Tin or Japanned



Quarts - -	1	2	3	6	10	14
Case lots doz. -	6	3	3	3	2	2

Prices on Application

Galvanized



Quarts - -	6	10	14
Case lots doz. -	3	2	2

THE SHEET METAL PRODUCTS CO.

of Canada *SUCCESSORS TO* **Limited**

Kemp Manufacturing Co.

Montreal TORONTO Winnipeg



"ELGIN"

J.M.T. Plumbing Supplies

The J.M.T. line of *Closets, Lavatories*, etc., comprises an excellent assortment of designs, all of which embody every requisite of a sanitary, durable and serviceable plumbing fixture.

Our prices enable you to sell at a reasonable cost to your customers allowing you a good margin of profit.

The Tanks contain our Improved Renewable Seat Ball Cock, which eliminates tank troubles to a minimum.

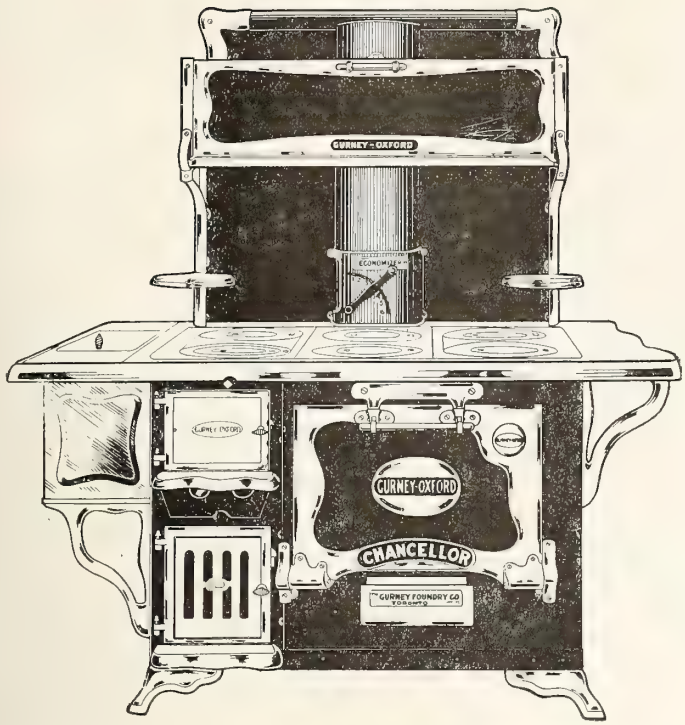
You will find these lines to be thoroughly satisfactory:

"Elgin" Washdown
"Simplex" Syphon Jet
"Astoria" Square Black Syphon Jet

Send us a trial order—it will convince you of the high quality and real worth of our goods.

The James Morrison Brass Manufacturing Co., Limited

93-97 Adelaide St., W. Toronto, Ontario



Captures Public Confidence

The Gurney-Oxford Range

The shrewd dealer is quick to realize the profits a stove like the Gurney-Oxford will produce. A range that holds the confidence of the people through exclusive labor-saving devices that every women appreciates—deserves your careful consideration.

This Oval GURNEY-OXFORD Brings Profits

The Gurney-Oxford dealer dealer gains the advantages of advertising over his own name. His windows are given attractive displays to promote trade. Selling talks are forwarded to convince a prospective customer. A Gurney-Oxford expert will even call upon you if requested and close any impending sale.

Every Sale means a handsome profit to you

Write for full information regarding this generous policy of hearty co-operation.

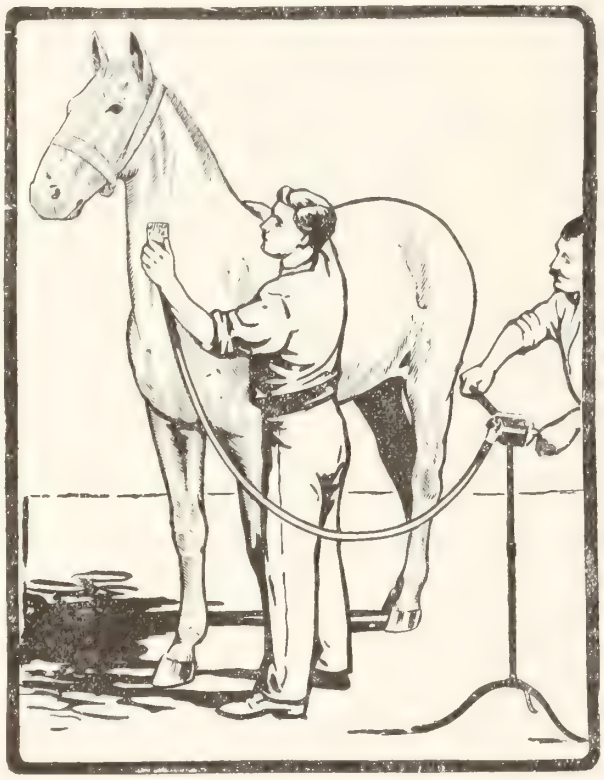
The Gurney Foundry Company, Limited

TORONTO - CANADA

Montreal Hamilton Winnipeg Calgary Vancouver

Burman's Clippers

Will add many entries to your sales ledger if you feature them in your Store this Spring.



It pays to handle Burman's

Because the construction, finish *and price* make them fast sellers. The satisfaction which they give their users produce *repeat orders* —the kind that count.

Prompt Shipment from a Large Stock
Spare Parts always at Hand

B. & S. H. Thompson & Co.

Transportation Building
MONTREAL

Immediate Delivery
of
Aluminium Ware

We carry a complete stock of Ware Mfg. Co.'s "Oakville" Brand Aluminium Ware in Winnipeg and Vancouver ;

Also, Aluminium Spoons, Forks, etc.

Try us with a Sample Order

Write for Catalogue and Prices

Moncrieff & Endress, Limited

Winnipeg TRADE M & E MARK **Vancouver**

Your Customers

When considering new buildings will be interested in

Corrugated Iron

for both the roof and sides. Every time you get a prospect in line ask him for information as to the size, shape and purpose of his building. Get all the particulars and send them to us. We will prepare a lump estimate which you can use to clinch the sale and have a nice profit for yourself as the result of a very little effort.

Remember, we devote our whole time and attention to Western Canada, insuring the best of service.

Winnipeg Ceiling & Roofing Co.

Limited

P. O. Box 2186 E. **WINNIPEG, MAN.**

The aluminized double lined ovens retain the heat and won't rust. Three regular, one giant and one simmering burner. Two long burners for oven and broiler.



Style E. S.

Clean hard-baked white enamel pans and back. Convenient warming closet and undershelf. A rigid cast iron frame and hammered steel doors—lasts a life time.

First Quality Gas Ranges

This style with white enamel back and high warming closet is a handsome and compact range. We consider it one of our finest products, therefore it is *One of the Very Best.*

Write for Catalogue

Look this range over; consider it's appearance, it's efficiency, it's splendid construction, it's great cooking capacity and it's convenience. It is exactly what it looks—*A Ready Seller.* See that you have it on your floor.

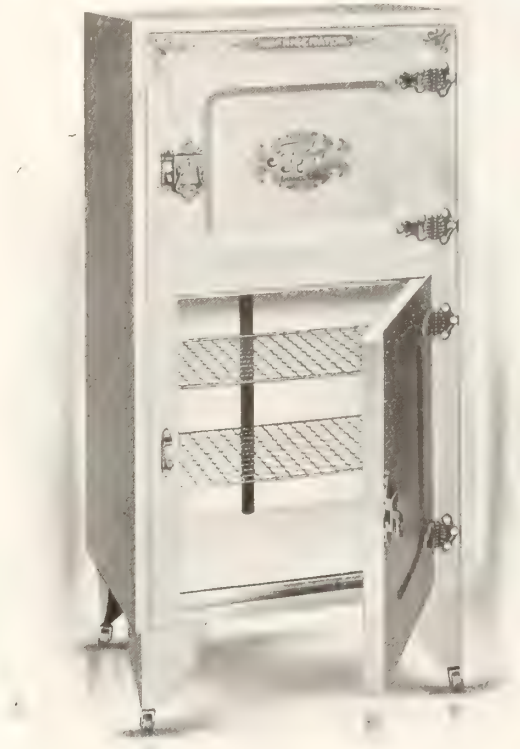
London
St. John
Montreal
Winnipeg

McClary's

Calgary **Vancouver**

Toronto
Hamilton
Edmonton
Saskatoon

Davidson's Frost River Refrigerators



Made Entirely of Sheet Steel—Galvanized Enameled Snowy White Inside and Out

Fitted with tinned wire shelves. All inside parts are removable for cleaning purposes. Will not leak. Will not rust. Will not absorb dampness or germs. Has no seams, therefore no cracks to harbor uncleanliness. Has a swift dry air circulation that reaches every square inch of the interior compartment.

Three Sizes, dimensions :

No.	Height, in.	Width, in.	Depth, in.
22	49	25	18
24	52	27½	20½
26	56	33	22

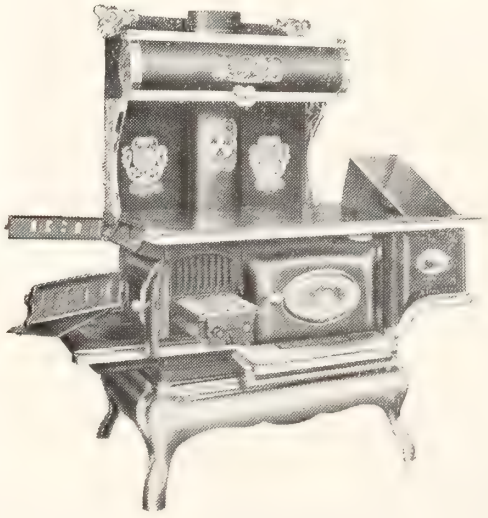
Nos. 22 and 24 have single doors. No. 26 has double doors.

Write for prices. We can ship promptly

The Thos. Davidson Mfg. Co. Limited

Montreal Winnipeg Toronto

"The Empire Line"



Empire Queen

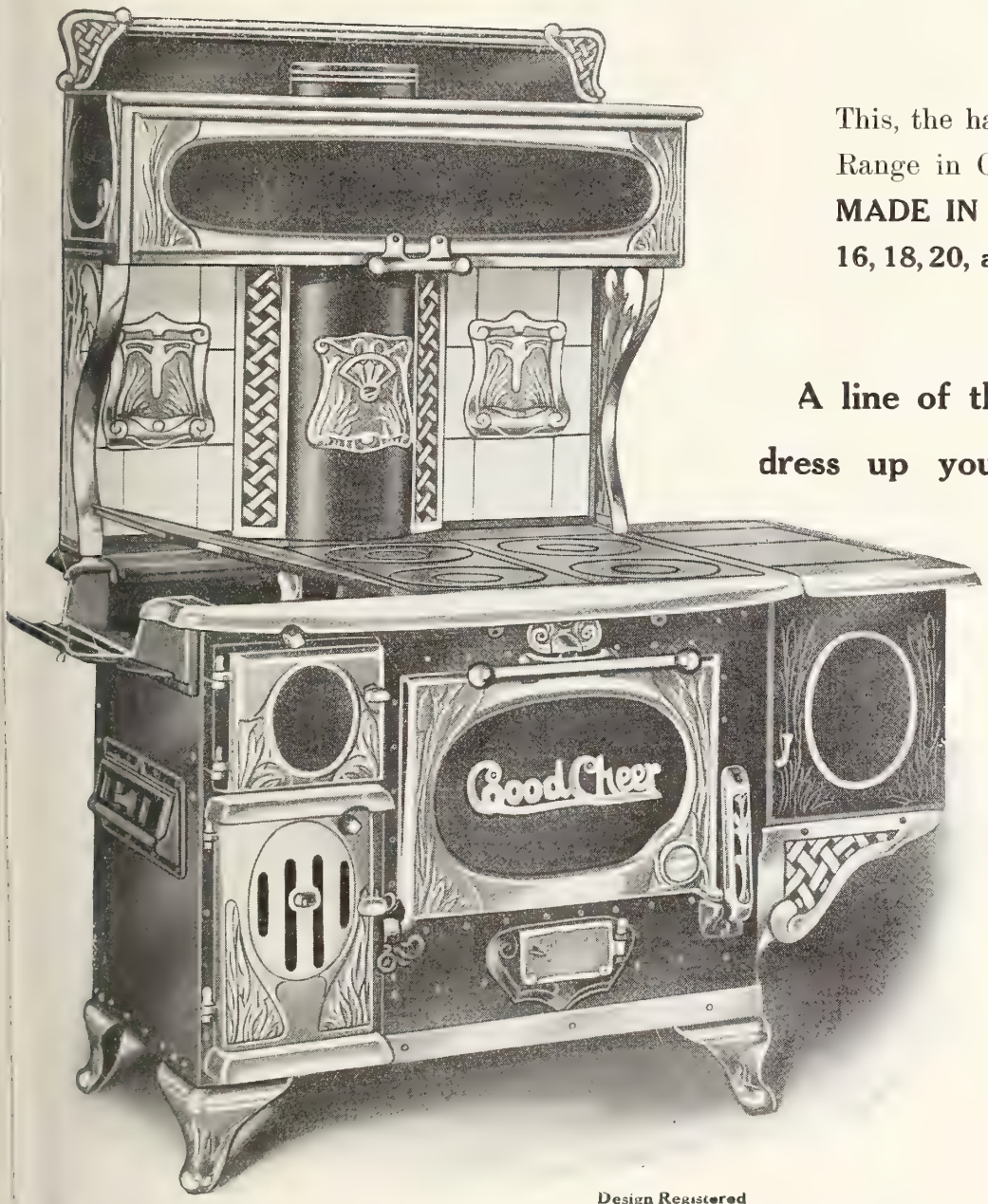
A High-Class Range with all up-to-date features. Made in four sizes—8-18, 8-20, 9-18, 9-20. Every part perfect. Black or full nickel. Supplied with tea shelf, high shelf black or tile high closet. Will burn coal or wood.

Made by

Canadian Heating and Ventilating Co., Limited

WINNIPEG OWEN SOUND, ONT. VANCOUVER

"GOOD CHEER"
STEEL RANGES



Design Registered

This, the handsomest Steel Range in Canada, is now **MADE IN FOUR SIZES: 16, 18, 20, and 21 in. ovens**

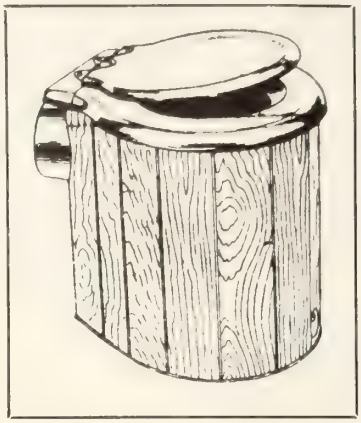
A line of these Ranges will dress up your store beyond anything you can picture, and will create a rapid selling proposition, the assortment of sizes covering all possible requirements

JUST ONE RANGE TO TALK—ISN'T THAT ALONE WORTH WHILE?

The JAMES STEWART MFG. CO., Limited
WOODSTOCK, ONTARIO

Western Branch 156 Lombard St., Winnipeg

Entirely Different to the Ordinary Chemical Closets



This Invention has Solved the Sanitation Problem

Kendrick's Aerated Dry Closets

Are indispensable to houses where waterworks are not used.
They insure health and comfort—the only absolutely odorless dry closets on the market.
Almost as convenient as flush closets at very low cost.

Let us send you interesting pamphlet showing you how you can increase your profits

SUPERIOR SUPPLY CO., LIMITED

HAGERSVILLE, ONTARIO



"DETROIT" VAPOR STOVES

Have no equal

We make both Gasoline and Oil Vapor Stoves, from a one-burner Hotplate to a four burner Table Range (see cut) either in Gasoline or Oil. The best in the world. Our Gasoline "Detroit" Vapor Stove lights like Gas. Our Oil "Detroit" Vapor Stove has no wick, it lights with a *blue* flame, no smoke, no odor. Cast iron burner very durable.

Now then in order to get full information of these wonderful stoves send for catalogue C and secure agency.

THE DETROIT VAPOR STOVE CO.

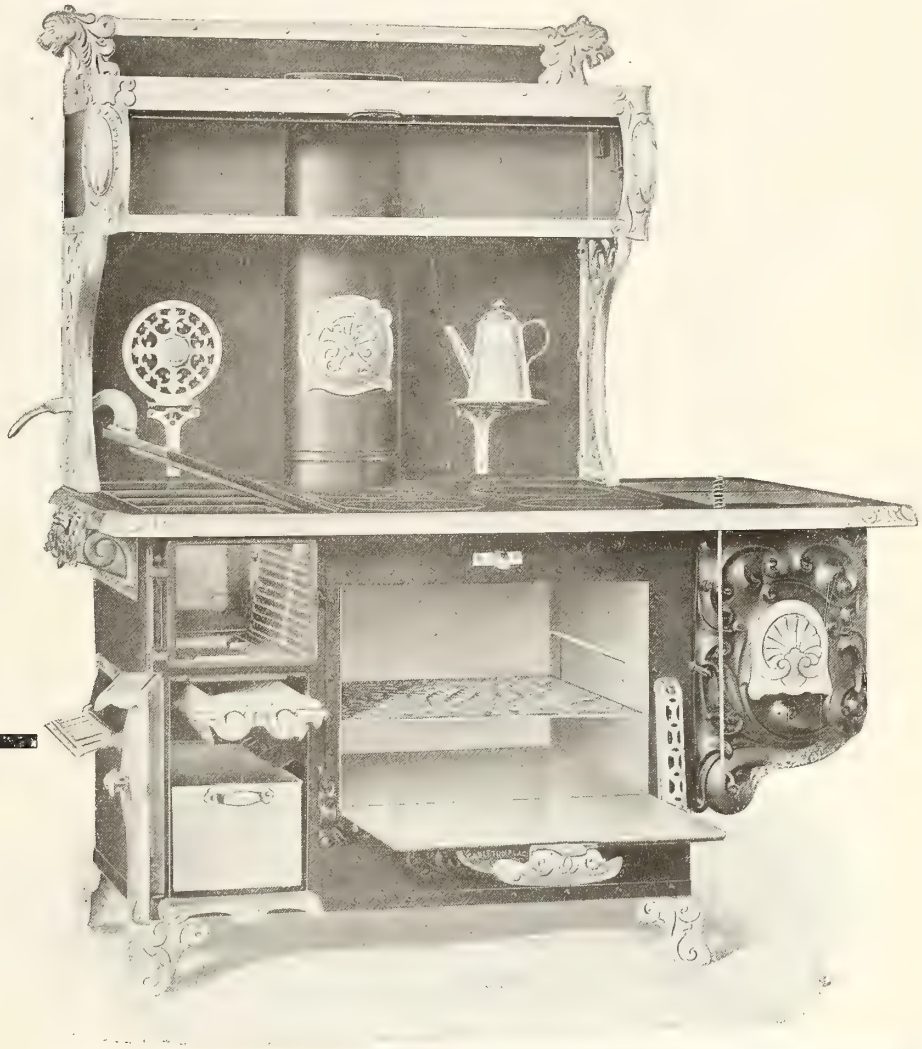
DETROIT - - MICHIGAN

The

"Universal Favorite"

Gives

Universal Satisfaction



Findlay Favorite Stoves and Ranges

STAND FOR QUALITY, DURABILITY AND ECONOMY

Sold by the most successful dealers because they allow generous profits, and give good customer satisfaction.

Our line embraces a complete assortment of **STOVES, RANGES, HEATERS, BOILERS** for either coal or wood. A large variety of designs and a wide range of prices.

No matter what the style or price, you will find good value the dominant feature.

Write to-day for Catalogue and Prices

FINDLAY BROTHERS CO., LIMITED

Head Office and Works, CARLETON PLACE, ONT.
Branch House, - - - 260 Princess St., WINNIPEG

Wholesale Jobbers for N. Alberta: REVILLON WHOLESALE LIMITED, Edmonton

Distributing Agents: For Southern Alberta, D. V. COPE & CO., Calgary
For British Columbia, GEO. D. HORSMAN, Vancouver

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

There's a Good Sale For Them

Manufactured solely by

Gutta Percha & Rubber, Limited

Successors to

The Gutta Percha & Rubber Mfg. Co. of Toronto, Limited

TORONTO MONTREAL WINNIPEG
CALGARY VANCOUVER



This Is The Time To Order

LIGHTNING FREEZERS

They are always in demand and well advertised. They are easily sold and stay sold, which means a good **net** profit to the dealer. Better place your order now.

Your Jobber Will Supply You

NORTH BROS. MFG. CO.
PHILADELPHIA, PA.



Wire Nails and Staples

Made in all gauges of the finest grade steel wire. Each keg guaranteed to be full weight.

Get after the Builders, Carpenters, etc., in your locality—it will pay you to convince them of the superiority of our lines

We make a specialty in the manufacture of *Baling Wire* and *Bale-Ties* (exceptionally seasonable just now.)

Send us a Trial Order. Good Profits await You

The Laidlaw Bale-Tie Co., Limited

HENRY F. MOULDEN, Winnipeg
GEO. W. LAIDLAW, Vancouver
Hamilton, Ont.

NOTICE

Short Bowl Lantern Globe

I beg to advise prospective purchasers of Lantern Globes that an INDUSTRIAL DESIGN was granted to me by the Dominion Government on a

SHORT BOWL SHAPED LANTERN GLOBE

Pending the decision of the court, any person or company is LIABLE, who purchases or offers for sale a Globe of this design, other than the authorized Globe which is marked "Registered 1912."

JAMES W. MONCUR
Hamilton, Ontario

Unity

What it means to YOU!

AS a dealer you are interested in selling your goods, pleasing your customers and making good profits.

As manufacturers we are interested in you—and interested enough to help you all we can, because we realize that our goods are not sold until you have made a satisfactory sale.

We have been gradually extending our branches throughout the country for the bettering of service and the quickening of deliveries.

We have also built a new manufacturing plant. As the branches grow in number we must cement them, our plants and our head office in one firm, perfect organization or their value both to you and us is lost.

A significant indication of our endeavour to secure UNITY in all things may be found in the **changing of the name** of the **Pease Waldon Co. of Winnipeg** to—

Pease Western Foundry
Limited - WINNIPEG

Unity of purpose—An ideal to work for—and a standard to be kept up have made PEASE the by-word in the Heating trade.

PEASE FOUNDRY COMPANY
LIMITED

Works, BRAMPTON Head Office, TORONTO
Branches, Vancouver, Winnipeg, Hamilton, Montreal

GROWING STEADILY

The other day the publisher of an advertising directory asked for some figures about

CANADIAN HARDWARE
STOVE & PAINT JOURNAL

His last book, published two years ago, gave the size of this journal as from 28 to 32 pages each month.

Our April, 1913, issue contained 112, and the average for this year will be over 100 pages a month.

A high standard, typographically and editorially, was set from the start—a standard which has raised the tone of hardware trade journalism in Canada.

Advertisers have been given the best possible service and the result is shown in the steady growth of ***The Journal.***

Co-incident with this has been the increase in the number of pages of reading matter and the better covering of the field from a subscription standpoint.

Over 3000 Canadian hardwaremen now read ***The Journal*** every month, a substantial increase from the circulation of 900 in January, 1911.

The favor with which our monthly is welcomed by advertisers and subscribers assures a continuance of this steady growth.

COMMERCIAL PRESS, LIMITED

32 Colborne St., TORONTO



Duplex Double-Acting Power Pumps

3 to 60 gallons per minute capacity.

Deep Well Power Heads

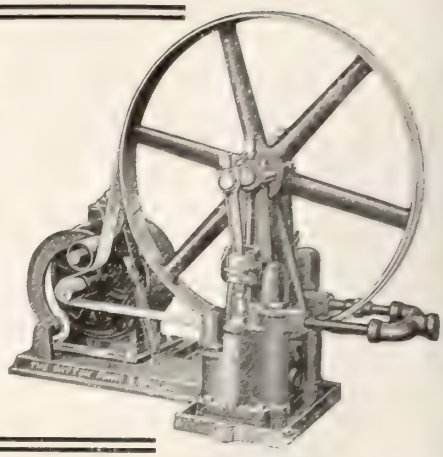
6", 8", and 12" Strokes

All pump parts are made to gauges, jigs and templates, and are interchangeable. Especially desirable where quiet running and low cost of operation are essential.

DAYTON WATER SYSTEMS

We desire trade arrangements with responsible dealers. Catalog on request.

The Dayton Pump & Mfg. Company, Dayton, Ohio, U.S.A.





Corrugated Galvanized Garbage Cans

Exceedingly Strong, well Galvanized, with Pressed Covers, Malleable Drop Handles, Electric Welded Rims

Wrico

The Strongest and Best Can in America. Send in your order now. Ready now to ship.

BODY—Made of Heavy Corrugated Galvanized Iron, very strong, and able to withstand very hard handling without becoming dinted.

TOP RIM—Double, electric welded, very rigid, and cannot be bent out of shape. Always perfectly circular so the cover is sure to fit.

BOTTOM RIM—Two-and-a-half inches deep, thus raising the bottom of can well off the ground and preventing it becoming dinted or worn through by contact with the ground.

BOTTOM—Heavy gauge galvanized iron, with upward boss in the centre, to counteract downward depression by weight of material in the can.

COVER—Pressed out in one piece, with deep rim slightly tapered, so dogs can't force it off.

Nos.	15	18
Diam. ins.	15½	18
Height, ins.	26½	26½
Capacity, gallons.	16	24
Weight, uncrated, each	25 lbs.	29 lbs.

Send for descriptive matter and prices regarding our line of Ash Cans and Garbage Pails.

NO DELAYS IN SHIPPING

Manufacturers of Wrico High Class Goods

Hamilton E. T. WRIGHT CO., LIMITED Canada

Every Progressive Hardware Dealer Should Stock the "BAYARD" Automatic Pocket Pistol



The "Bayard" 32 cal. pocket pistol is only $4\frac{3}{4}$ in. long, $3\frac{3}{8}$ in. high, $\frac{7}{8}$ in. thick, weighs about 16 ozs. and has an initial velocity of 837 ft. per second; will penetrate 4 inches of pine at 10 yards, and 3 inches of pine at 100 yards. Insist on your jobber supplying you with the "Bayard," or

Write for Descriptive Booklet

McGill Cutlery Co., Reg'd, P. O. Box 580, Montreal, Canada

Hardware Window Dressing

Sent post paid for $2.50

The recognized authority on window displays in hardware stores. Every merchant and clerk should have a copy. :: Well bound in cloth

COMMERCIAL PRESS, Ltd., 32 Colborne St., Toronto

"STORE MANAGEMENT COMPLETE"

272 Pages ***ONLY ONE DOLLAR*** **13 Chapters**

Tells all about the management of a Store, so that not only the greatest sales but the largest profit may be realized—By FRANK FARRINGTON

COMMERCIAL PRESS, Ltd., 32 Colborne St., Toronto

Consolidated Glass Service

WE *import, we manufacture and we sell* every conceivable variety of glass, including Polished Plate Glass, Mirrors, Window Glass, Cathedral Skylight, Muranese, Florentine, Enamelled, Chipped, Leaded Glass, Wire Glass Sand Cut Glass.

¶ We ship most orders from stock the day they are received.

¶ When you've a very special or rush order, send it to us. You may rely upon "Consolidated" for *Service*.

"Consolidated"

Stands for everything that's good in the Glass Industry.

The Consolidated Plate Glass Co.
of Canada, Limited

Phone Coll. 8000
Private Branch Exchange connecting all departments

241 Spadina Ave.
TORONTO

Black Jack

Sold by all Jobbers



3/4 lb. tins
3 doz. in case

Quick Clean Handy



Buy "MEAKINS" when You Buy Paint and Varnish Brushes

They are always reliable, and they are always the same. They are made by the best male workman, using the latest and most perfect machinery, in an up-to-date factory, built for the purpose. It pays to supply your customers with the best tools—"Meakins" Brushes are the best.

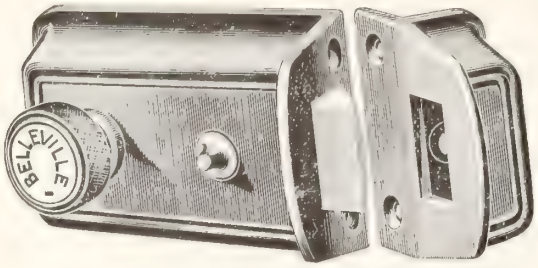
Write for our illustrated catalog

MEAKINS & SONS, LIMITED HAMILTON, ONT.

Warehouses:—Toronto, London, Winnipeg **Meakins Brush Co., Limited, Montreal**







Do you handle Belleville No. 99 Cylinder Night Latch? If you will ask your jobber for it and compare with any Night Latch on the market at the same price, you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.

HIGH GRADE BUILDERS' HARDWARE

The Kind That Brings Repeat Orders

We manufacture a complete line of guaranteed

BUTTS HINGES
HASPS STAPLES
NAILS ETC.

and our long established reputation stands behind our guarantee. Send us a trial order and test the selling qualities of our goods.

Write for a Catalogue to-day

COWAN & BRITTON
LIMITED
GANANOQUE, ONTARIO



STOVER'S "IDEAL" HARDWARE

Stover's Ideal Hardware has been perfected by many years of experience. The name "Ideal" is a guarantee of the highest quality. The following are a few of the goods shown in our **new catalogue.**

Fire Place Fixtures	Meat Broilers	Dampers	Lamp Brackets
Waffle Irons	Soldering Sets	Damper Clips	Harness Hooks
Lemon Squeezers	Steak Hammers	Lifters and Pokers	Pulleys (all kinds)
Ice Picks and Shaves	Mop Sticks	Registers	Latches
Griddles	House Numbers	Saw Vises	Double-Acting Hinges

SEND TO-DAY FOR OUR NEW CATALOGUE

Stover Mfg. Company 732 East Street **Freeport, Ill.**

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863 INCORPORATED 1895

Twelve Medals of Award at INTERNATIONAL Expositions



Special Grand Prize GOLD MEDAL Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.
OWNED AND OPERATED BY NICHOLSON FILE CO.

HAMILTON & STOTT

Consulting, Heating and Plumbing Engineers

PLANS AND ESTIMATES MADE FOR CENTRAL HEATING PLANTS



Selling Agents in Canada for the

"VERMONT" LOW DOWN CLOSETS

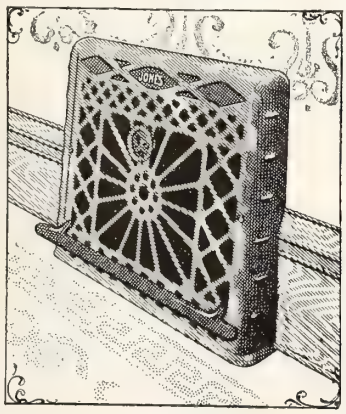
Every outfit guaranteed for three years. Once installed there will be no lost time in fixing ball cocks

We are also successors to the

Jones Register Company

and can promptly fill all orders for

SIDE WALL REGISTERS



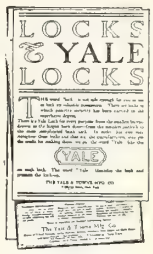
Howard Hot Air Furnaces and Howard Hot Water Boilers

Write us for quotations

ST. THOMAS, ONTARIO

We help you sell YALE PRODUCTS

1ST Magazine Advertising



Month after month our advertising is teaching people to ask for Yale Locks and Hardware. And, while we are teaching them this, we furnish you with—

2ND Newspaper Advertisements



so that those who want Yale Products will know that *you* sell them. And, to strengthen your newspaper ads, we supply you with—

3RD Window Displays



so attractive that they reach out for trade that might otherwise pass by. And, having brought buyers into your store, we help you increase their purchasing power by giving you—

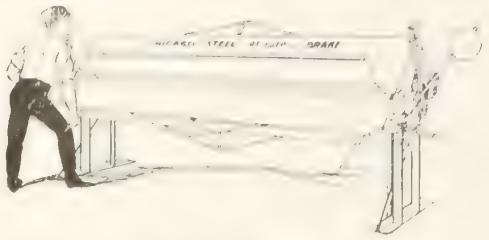
Booklets covering all Yale Products, for distribution over the counter and sending through the mails. This service is free to all who carry Yale Products in stock.

Ask about our Dealers' Advertising Service

Canadian Yale & Towne Ltd.

Makers of Yale Products in Canada; Locks, Padlocks, Builders' Hardware, Door Checks and Chain Hoists

General Offices and Works:
St. Catharines, Ont.



Chicago Steel Bending Brakes

(Made in all sizes)

Have solved the Sheet Metal Bending Problem and are of inestimable value in sheet metal workshops.

Have been in use for several years by big U.S. Trusts and Corporations.

Installed in nearly ten thousand workshops, and are found to be indispensable.

Not "cheap," but give the very best value for true economy.

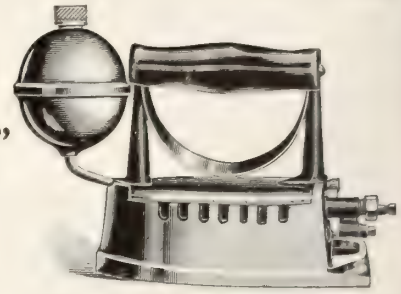
Attractive Catalogue and Price List upon request.

The Steel Bending Brake Works
LIMITED
Chatham, Ontario

The Ideal Self-Heating Sad Iron

This is the Iron that has met with such success in the States, it is being manufactured in Hamilton, Ont., from which place orders will be filled on and after April 1st, 1913.

"IDEAL"



The Iron That Heats Itself

In the Spring and Summer, when the stove isn't running with all flues open, and ironing day comes round, the housewife is ready to listen to the story of the iron that heats itself.

There's no better ironer than the **"Ideal."**

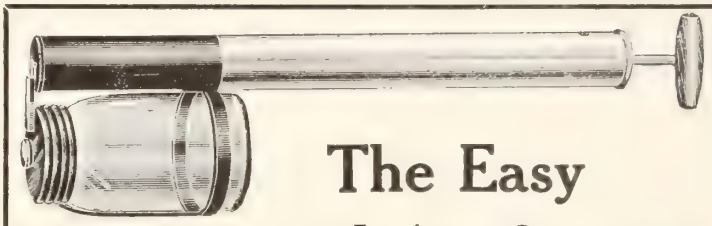
There is no cheaper heat-getting method than that of the **"Ideal"** gasoline fuel and generator.

"Ideal" will sell — It's the best thing the housewife can buy. You can guarantee it.

Write us for prices or ask your jobber.

THE IDEAL SAD IRON MFG. CO.
HAMILTON, ONT., on and after April 1st, 1913

NOTE:-We have been delayed ten or fifteen days in filling orders from Hamilton, by reason of the brass mills failure to get us tubing on time, as agreed, as the tubing we use, connecting tank and generator is special and cannot be bought in stock.



The Easy Compressed Air Sprayer

The Crown Sprayer

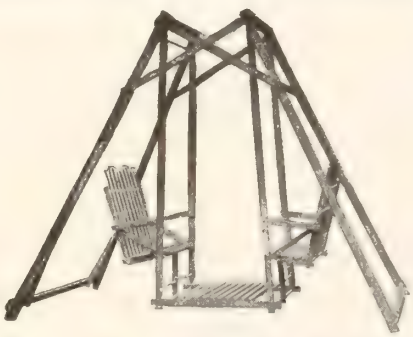
Ordinary one quart fruit jar, spraying fruits vegetables and fly oil for cattle. A new jar can be put in any time.



Tank of galvanized iron. One gallon capacity, automatic or continuous spray. Something new and a great seller.

These will be rapid sellers in 1913. Write for prices now.

The COLLINS MFG. CO., 413-415 Symington Ave., Toronto, Ont.



LAWN SWINGS

From every viewpoint our Lawn Swings are the best in quality and most enduring on the market. Made from carefully-selected, well-seasoned hardwood by competent workmen.

They form a very profitable summer line for the dealer.

Send for our new illustrated catalog of Ladders, Lawn and Camp Furnishings, Woodenware, etc., it will interest you.

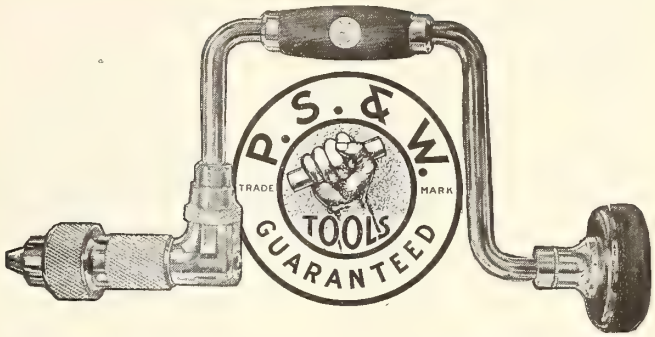
The Stratford Manufacturing Co., Limited, STRATFORD Ontario



Collar Pads, Sweat Pads, Housings, Saddle Blankets, etc.

Are all made from the famous Ventiplex Fabric which is constructed on purely scientific principles.
They are five-ply and porous, as readily absorbing perspiration as a blotter does ink—thus keeping the horse's neck dry and well.
Ventiplex Pads cure and prevent Gall sores, will not stretch, and are non-poisonous. They can also be washed when dirty. There is money for you in selling Ventiplex. Satisfaction guaranteed. All leading Jobbers handle and push their sale.

Burlington Windsor Blanket Co.
Windsor, Ont. LIMITED



Every Hardware Dealer Should Have this P. S. & W. Brace in Stock

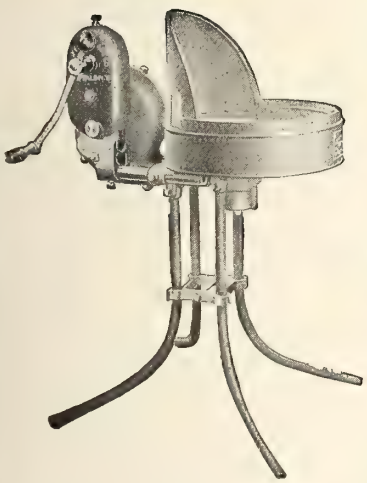
ITS Ball-bearing Chuck grips any type of drill-shank like a vise, and can be tightened or released by a turn of the wrist. Forged-steel alligator jaw, steel sweep, cocobolo center and steel-capped lignum-vitæ head with dust-proof ball-bearings.

Write for catalog 12-B, describing the largest line of mechanics' hand-tools offered by any maker.

The following jobbers handle P. S. & W. Tools and will no doubt order any tool you wish, if they haven't it already in stock. If you find it hard to secure P. S. & W. Tools, write us.

Calgary—J. H. Ashdown Hdwe. Co., Ltd.; Wood, Vallance & Adams, Ltd. **Hamilton**—Wood-Vallance, Ltd. **London**—D. H. Howden & Co., Ltd.; Hobbs Hdwe. Co., Ltd. **Montreal**—Caverhill & Learmont; Frothingham & Workman, Ltd.; L. H. Heberte & Cie, Lte.; Lewis Bros. Ltd. **Saskatoon**—J. H. Ashdown Hdwe. Co., Ltd. **Toronto**—H. S. Howland Sons & Co.; Kennedy Hdwe. Co., Ltd.; Rice, Lewis & Son, Ltd. **Winnipeg**—J. H. Ashdown Hdwe. Co.; Merrick-Anderson Co.; Miller-Morse Hdwe Co., Ltd.; Wood, Vallance Co., Ltd.

The Peck, Stow & Wilcox Co.
MFRS. of Mechanics' Hand-Tools, Tinsmiths' Machines, Builders' and General Hardware
Established 1819
Address 28 Murray St., New York, N. Y., U.S.A.

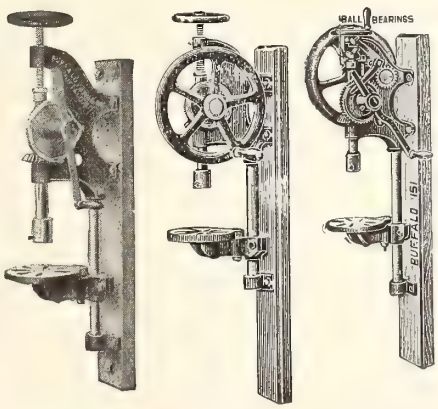


No. 625

The World's Standard Rivet Forge. Has full size 12-inch blower, operated by crank. Will last and do good work years after other forges are worn out.

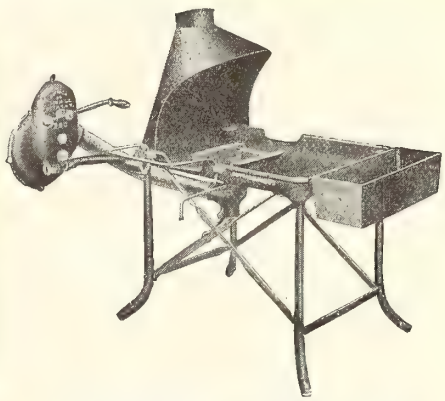
"MADE IN CANADA"

Catalogue No. 144 on request



No. 149 No. 150 No. 151

Buffalo Ball Bearing Post Drills. We make a complete line for Blacksmiths, Horse Shoers, Farmers, etc.



Buffalo Forge No. 650 with the Famous "200 Silent Blower," 1911 model

"Buffalo" Forges, Blowers, Drills and Exhaust Heads

The eyes of every user of blacksmith tools are upon the "Buffalo" line. If you want to travel along the line of least resistance, offer your customer the "Buffalo" forges, drills, blowers, punches, shears and other blacksmith tools. Ask us for catalogue and information which will bring to you trade which may now be passing by your door.

Canadian Buffalo Forge Co., Limited
MONTREAL



Buffalo Exhaust Head

Something Behind It

A woman bought an agate tea kettle—no name, just Tea Kettle. Three days later it began to chip and she took it back. The merchant said, "This is just like lots of other kettles. I am sorry, but we can't afford to replace it." It was not guaranteed by the manufacturer.

But the woman never traded there again.

Suppose that had been an advertised trademarked tea kettle. In the first place, it probably wouldn't have chipped. But suppose it had. When she took it back the merchant could have said, "Yes, the manufacturer and we both stand back of that line. Of course we will replace it, because that maker guarantees his agate ware."

In the first case the merchant was blamed. In the second, such blame as there was, would have been on the manufacturer; the merchant would have come out with flying colors and with a permanent customer to his credit. And the woman would have got what she paid for.

It is true that many unadvertised products—honest, reliable merchandise—are guaranteed by their makers. Most are not, however. To be on the safe side, retailers and customers may look to advertised trademarked goods. These indicate standard merchandise, of known quality, the same everywhere, and backed up by the men who make them. They couldn't very well be anything else, subject as they are to the fierce light of publicity, which shines upon bad quality as brightly as upon good. By the very acts of putting his name on his goods, and of advertising them, the manufacturer gives a bond of fair dealing, and stakes his reputation and the future of his business upon them.

The store that is stocked with advertised goods has something solid behind it—a national standard of good values.

It's a comfortable place to trade.

And a comfortable store to own.

The above, from the *Saturday Evening Post*, carries a moral for Canadian merchants. It's far safer to build a business by selling advertised trade marked goods such as Community silver, Big Ben clocks, Gillette safety razors, Yale locks, Taylor-Forbes lawn mowers, or any of the numerous nationally advertised lines of warm air furnaces, stoves and ranges, paints and varnishes, than by selling goods which do not carry the manufacturer's trade mark—the brand being a guarantee of the maker's confidence in the quality of his goods.

TRADE MARKS GUARANTEE QUALITY

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOLUME FIVE | TORONTO, MAY, 1913 | NUMBER FIVE

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The Deferred Bulk Sales Bill

For the second year in succession final action on the Bulk Sales Bill has been deferred by the Ontario Legislature to the "next session." As on the former occasion, the deferment was made at the request of the retail trade.

When the bill was introduced a year ago its sponsor was urged by the Government to confer with the retail trade in regard to certain clauses to which they objected and introduce the bill again during the session of 1913. Although there had been some correspondence between Mr. W. D. McPherson, M. L. A. and the retail trade, no actual conference took place, so that when the bill was again introduced a few weeks ago the situation was practically the same as a year ago. A further postponement was the inevitable result.

Retailers who asked that action be deferred claim they are not opposed to the bill in principle. Their objection is centred upon section three, which stipulates that the purchaser of a business shall, "before closing the purchase and before paying any part of the purchase price," demand and obtain from the vendor a statement in writing of his liabilities together with a list of his creditors. Failure to obtain this statement leaves the purchaser liable for the unpaid liabilities of the vendor.

Those who criticise this clause claim that the demand it makes upon the purchaser is unfair and does not protect the creditors against a vendor who is dishonet, because if he desired to cheat his creditors he could easily do so by making a declaration to the effect that he had no liabilities and then take his departure.

It is unfortunate that retail organizations were not consulted by the promoters of the bill before it was presented to the Legislature. The Canadian Manufacturers' Association, the Boards of Trade and the Credit Men's Association were consulted. It was a serious mistake to ignore the retailers in a matter which so much concerned them.

The promoters of the bill have doubtless discovered this.

That a Bulk Sales Act will finally be placed upon the Statute book of Ontario there is little doubt. Nearly all the provinces in the Dominion already have such an Act. The same can be said of the States in the American union. But before it is placed upon the Statute books of Ontario the interests of all concerned should be consulted.

It is those who devote their spare time in wise reading and in studying business problems and methods that finally reach the highest rung in the ladder of success.

Legal Decisions in Business Affairs.

At the annual convention of the Ontario Hardware and Stove Dealears' Association we promised, at the solicitation of a number of delegates, to establish as soon as possible a department dealing with questions of importance to business men. With this issue we redeem the promise then made.

In this department will be published answers to legal questions bearing upon business affairs. Readers of the Hardware, Stove and Paint Journal are, therefore, requested to send such questions in to the Legal Editor, and answers will be published free of charge. In addition to these answers will be published from time to time the latest legal decisions bearing upon business matters. The department will therefore serve a double purpose.

The editor of the department is Mr. Walter B. Laidlaw, a barrister eminently qualified to fill the position. While no answers are published in this issue, Mr. Laidlaw has written some interesting matter in regard to recent important legal decisions appertaining to business affairs.

Send in your questions.

While it may not pay the hardware dealer to paint the town red, to persuade his fellow citizens to a liberal use of paint of varied colors and descriptions would be a profitable venture indeed.

Hardwaremen and "Cleaning Up Day."

"Cleaning Up Day" which the people in so many towns and cities are being urged to inaugurate, should redound to the advantage of local hardware dealers.

To conceive of a "Cleaning Up Day" without the goods in a hardware store being called into requisition is almost impossible. In fact without many of the articles to be found in the hardware store the cleaning up process could scarcely be carried on.

A "Cleaning Up Day" is therefore to the undoubted

advantage of the hardwareman. And that which is so much to his advantage he ought—on every opportunity—to advocate.

To persuade a municipality that may not yet have done so to inaugurate a cleaning up day ought not in any instance to be difficult. To fix a day or two for a general cealning up is fashionable; not to do so is unfashionable. And as so many towns and cities are falling into line it should be no difficult matter to persuade the dilatory ones to do so as well. The need is there and the time is ripe.

Seed sowing for business is seasonable the year round.

Good Thing for the Paint Department. If there is one department in the average hardware store to which benefit should accrue from "Cleaning Up Days" it's the paint department.

Paint and varnish are needed for both interior and exterior work. It is scarcely possible to conceive of a circumstance in which one or the other is not required in order to round off the cleaning up process.

Under ordinary, normal circumstances efforts to bring the paint department to the attention of the public are certain to stimulate business during the spring and early summer months, but window displays and various forms of advertising are doubly effective when the municipal authorities have issued a call to the residents to put their houses, outbuildings and back yards in "ship-shape."

It is obviously to the advantage of the retail hardwareman to induce his fellow business men to co-operate with him in trying to persuade the local municipal authorities to issue the necessary notice if they have not already done so.

He who studies the whims and ways of his customers learns how to cater to their wants.

Induces Enthusiasm. In an official call to the citizens to co-operate on a certain specified day in a general cleaning up process there is undoubtedly great potency.

Not only does it draw public attention to a public need, but it induces a spirit of enthusiasm and of friendly rivalry, which means not only that what is done will be well done, but that more of it will be done. This in turn means a greater demand for paints, varnishes, and various kinds of tools and housecleaning appurtenances.

As a preliminary step in bringing about a "Cleaning Up Day" and effort should be made to induce the local newspapers to advocate the idea. It means money to them as well as to the merchants of the town.

When advertising doesn't pay it is usually the fault of the advertiser's methods. Poor advertising cannot be expected to produce good results.

Look Closely After Accounts He is a wise business man who is at the moment exercising caution in the giving of credit and in looking closely after the collection of accounts. The condition of the money market demands it.

Although money is not as tight as it was a few months ago, it is still tight enough, and until the factors which are now the cause of the present uncertainty existing in the financial world are removed, not much improvement in the situation is to be expected.

There does not appear to be anything seriously wrong with the money market. The worst that can be said of it is that it is feverish. Nothing would contribute more readily to the removal of this than the dissipation of the uncertainty which prevails regarding the political situation in Europe. With this dissipated the many millions of gold that is now in hiding would be restored to its accustomed channels.

In the meantime the less the business men of Canada have to depend upon the banks for accommodation the better. And the measure of their independence will be largely determined by the closeness with which they look after the collection of their accounts.

An unattractive personality is no more potent in business getting than it is in love making.

Poor Collections and Failures. "Poor collections" is annually given in the statistical returns as one of the prolific causes of failure in business. Unfortunately it is only too true.

There are scores of business men whose courage is so weak that they are not able to deny merchandise to customers whose credit is not good, or to persist in securing settlement of accounts when they are past due. There are others whose methods are at fault either in the keeping of accounts or in the rendering of them.

We have one dealer in mind whose books are in a continual state of chaos. He is a busy man and spends so much of his time behind the counter that he neglects his books. As a result of this mistakes are frequent. We have in mind still another business man. His fault is procrastination in rendering accounts. Month after month customers will call to pay an account only to be told each time that it is not made out.

This procrastination has, it is scarcely necessary to say, caused him the loss of many a dollar.

Courtesy to children has blazed the way to the heart of many a parent.

The Danger Line in Bargains. That a good thing can be overdone is being exemplified day by day in business as well as in other things. Bargains, for example, are commendable when confined within certain bounds. The store, however, that moves, lives, and has its being in bargains comes to be known as a bargain store, simply that and nothing else.

Bargains are all right in their place, and that is, through being something out of the ordinary, to attract special attention to the store, and at the same time create a sale for slow-moving or left-over goods. They should be confined to this purpose.

Frequency of bargains tends to educate customers to defer purchasing until the merchant advertises at cut prices the goods they require. To dwell upon the evil which results from this is needless. It is apparent to everyone.

Concentration should be made upon making the store noted for quality and service. In window displays and advertising propaganda impress this fact upon the public. The store that consistently does this can run an occasional bargain without impairing its standing.

Selling goods that won't come back, to customers who will come back, is good business practice.



Grand Trunk Railway Terminal Station at Ottawa, on banks of Rideau Canal and immediately opposite Chateau Laurier and New Russell Hotel.

Ottawa Convention Arrangements Under Way

Delegation Visits the Capital City and Furthers Arrangements for the 1914 Hardware Convention—Splendid Halls Available—Ottawa Retailers Preparing for Convention—Single Fare Rates Will Cover Western Provinces and Large Delegation is Expected from the West.

M. R. Griffiths, president of the Canadian Hardware Manufacturers Exhibitions' Association; F. M. Tobin, secretary of the same organization; and Weston Wrigley, secretary of the Ontario Retail Hardware and Stove Dealers' Association, visited Ottawa on Tuesday, April 15, where they were joined by W. F. Macpherson, Prescott, secretary of the Advisory Committee of the latter body, and W. A. Rankin, hardware merchant, Ottawa. The party paid a visit to Howick Hall to lay plans for next year's Exhibition and Convention, and the deputation was enthusiastic as to the possibilities of the building and its suitability for a convention and exhibition hall.

The main exhibition building is 200 x 140 feet in size, and off one side of this building is another exhibition hall about 100 x 40 feet. Adjoining this latter hall is a convention hall 40 x 92 feet, built in amphitheatre form with raised platform in the centre and raised tiers of seats on three sides. The acoustic properties and the lighting and heating of the convention hall could not be improved upon. Lounging, smoking and dining rooms are located upstairs, where mid-day lunch can be served.

The convention hall will seat about 500, and in the two exhibition halls about 140 booths can be conveniently laid out, leaving very wide aisles between the booths.

Big Demand for Space

Secretary Tobin reports that many of the firms that exhibited at Hamilton in February have applied for double the amount of space they had at Hamilton. Including these, applications are already in for as much space as was occupied by the exhibition booths at Hamilton.

The Grand Trunk Railway have also applied for six booths in which to exhibit their magnificent collection of fish and game trophies gathered from all the provinces of Canada, and this will be one of the features of next year's exhibition.

Howick Hall is located on Banks street, about ten minutes car ride from the Chateau Laurier and the Russell House. The car service is very good, and it is doubtful if in all Canada a better convention hall could be secured.

Ottawa Retailers Getting Ready

In the evening a meeting of Ottawa retail hardwaremen was held in Chateau Laurier and a committee was appointed to secure the enrollment of the Ottawa retail hardwaremen who are not already members of the Association. Ottawa hardwaremen have always had the reputation of working together to mutual advantage, and it is expected that when the convention meets practically every hardwareman will be a member of the Retail Hardware Association. It was pointed out that the Ottawa retailers will enjoy many advantages as a result of having the hardware exhibition held in their city while they will not be expected to go to any trouble or expense in entertaining the visiting hardwaremen.

Single Fare from Western Canada

In addition to the special trains from Toronto and Montreal, arrangements have been made to extend the

single fare rates as far west as Vancouver, and already letters have been received from Peart Bros., Regina; Fawcett Bros., Saskatoon, and G. M. Watson, Gladstone, Man.; expressing their intention of visiting next year's exhibition. Besides securing the single fare rates from points west of Fort William it is probable that one or two special sleeping cars will be made up at Winnipeg to come through to Ottawa without change, all the accommodation being reserved for hardwaremen and their wives. In order to make the necessary arrangements for cars, however, applications will have to be received from western hardwaremen considerably in advance of the convention, so that the cars can be secured and rooms reserved at the Chateau Laurier and New Russell for the Westerners. Applications can be sent to either Secretary Wrigley, of the Retail Hardware Association, 32 Colborne street, Toronto, or to Secretary Tobin, of the Tobin Arms Mfg. Co., Woodstock, Ont.

Convention rates to Ottawa will be single fare from any point in Canada, while for $5 additional, deposited in advance with either of the two secretaries, accommodation will be reserved for five days, European plan, at either the Chateau Laurier or the New Russell, Ottawa's two best hotels.

SASKATCHEWAN BUSINESS MEN'S CONVENTION

Arrangements have been completed for the holding of the Saskatchewan Business Men's Association at Regina on May 5, 6 and 7, and from present indications the session should prove interesting and entertaining. Addresses will be delivered by Mayor Martin; President H. G. Smith of the Regina Board of Trade; H. McPherson, Regina Retail Merchants' Association. Mr. Burton, Saskatoon; D. C. McDonald, C. P. R. district freight agent; J. Jones, C. P. R. freight claims agent, Moose Jaw; Henry Detchon, general manager Canadian Credit Men's Association, Winnipeg; W. A. Wilson, Saskatchewan Government Dairy Commissioner; Mr. Cook, Moose Jaw; Norman McKenzie, K.C., Regina; C. O. Hodgkins, Sterling Bank, Regina; and Arthur Hawkes, Toronto.

Among the topics discussed will be "Buying and Selling from Retailers' point of View;" "Costing and Selling;" "Freight Transportation and Traffic;" "Freight Claims;" "Credits; Wholesale and Retail;" "Produce;" "Insurance;" "Bulk Sales Act and Commercial Law;" "Banking;" "Advertising;" "Uniform System of Bookkeeping."

Secretary A. M. Nicol has also arranged a number of entertainment features; and an effort will be made to form a retail merchants' association.

DELAY IN FILLING ORDERS

The Ideal Sad-Iron Mfg. Co., Cleveland, Ohio, makers of self-heating sad-irons, announce that because of the failure of the brass mills to send supplies of tubing they have been compelled to delay shipment of orders from ten to fifteen days, as these orders cannot be filled. The tubing used in connecting tank and generator is a special kind and cannot be bought in stock sizes or grades, hence the company have to wait for this special tubing which is made according to their specifications.

C. S. Scott has been appointed liquidator for The Hamilton Lock & Hardware Mfg. Co., Limited, Hamilton, Ont. J. J. Conway is still in charge of the business, however.

WINDOW DRESSING CONTEST

H. S. Howland, Sons & Co., Ltd., Toronto, announce a "Samson" window dressing contest in which they offer $60 in five prizes for the most attractive displays of their "Samson" brand of goods—$25 for first; $15 for second; $10 for third; $5 for fourth, and $5 for fifth. The conditions of the contest are that the windows must be dressed exclusively with "Samson" goods and be on exhibition at least one week. At least one photograph of each display must be mailed to the Howland firm, though competitors may send as many photos as they like if each one depicts a different window display. All photos must be mailed to the Howland warehouse not later than July 2 next.

To aid the window dresser the Howland Company have ready a supply of "Samson" window and display cards, which they will forward to any of their customers on request.

The judges of the contest will be H. Hollinsworth, president Canadian Window Dressers' Association; Weston Wrigley, manager, Canadian Hardware, Stove & Paint Journal; and Geo. Davis, of Hardware and Metal staff. Prizes will be awarded strictly on merit.

It is an accepted and established fact that the dealer dressing his window exclusively with one line of goods obtains better results than if he used any other method of trimming his windows, and it is to prove this assertion as well as to boost the "Samson" goods that H. S. Howland, Sons & Co. are conducting the contest.

WEDDING BELLS

The wedding of Miss Marie Courteau, daughter of Edgar Courteau of S. Davis & Sons, Ltd., Montreal, to Arthur C. Lariviere, vice-president of Lariviere, Incorporee, and son of Frederic C. Lariviere, Montreal, will take place on Monday, May 12th, in the Chapel of the Sisters of the Holy Names of Jesus and Mary, 250 Rachel East, Montreal.

Sydney W. Batty, a well-known traveling salesman to the Canadian hardware trade, at present representing Henry Disston & Sons, Inc., Philadelphia, in the New England States and Eastern Canada, was married on April 5 at New York to Miss Rosalind Louise Funch.

NEW ADVERTISING OFFICES

The F. Albany Rowlett Advertising Agency have moved to new and larger quarters in the Tanner-Gates Building, 26-28 Adelaide Street West, Toronto, where they occupy half of the fourth floor. The suite is composed of reception room, main office, checking, copy writing and art departments, with additional private offices for the heads of departments. This advertising agency is only two years old, but it is rapidly making progress to the front. The company is best known to the hardware trade through handling the advertising copy of The Pease Foundry Co., Toronto; Ware Mfg. Co., Oakville; and Metallic Roofing Co., Toronto.

HOW WE ENVY HIM

D. Cinnamon, Lindsay, at present making a tour of the world, writes the manager of "Canadian Hardware, Stove and Paint Journal" from Cairo, that he is "enjoying midsummer weather in old Egypt," and taking in the pyramids and the other wonders of that interesting country. He has now gone on to Ceylon.

Taylor-Forbes Co., Ltd., Guelph, are increasing their capital from $300,000 to $1,000,000.

New Interpretation of Mechanics' Lien Law

A Ruling of the Ontario Appellate Court Overrules Former Decisions and Gives Greater Protection to Business Men and Others Holding Liens.

By WALTER B LAIDLAW, Barrister

The right to a lien against land upon which labor has been performed is a purely statutory one, and the statute creating it must in all cases be carefully looked at in order that the nature and character of this right may be understood.

From the year 1873, when the Province of Ontario first enacted a mechanics' lien law, down to the present time, no single piece of legislation has been subjected to so much criticism and, like all statutes which are in derogation of the common law, it has been given by our courts a strict construction in so far as the creation of the right to a lien is concerned.

In view of the importance of the subject it is not surprising to find among the judges considerable diversity of opinion as to the construction to be given the Act.

A recent decision of the new Appellate Division of the Supreme Court of Ontario exemplifies this, and as it casts doubt upon, what up to the time of its delivery was considered as settled law, we feel that the matter justifies special attention.

The Investigation at Issue

The question arose in a mechanics' lien action brought by Rice Lewis and Sons Co., Limited, against Harvey and others, and came before the Appellate Division of the Ontario Supreme Court, on an appeal from the judgment of Mr. J. A. C. Cameron, the official referee.

The facts leading up to the referee's judgment may be shortly summarized as follows:—

1. A contract was given for the erection of a house for $12,000.
2. Extras allowed by the architect to the contractors amounted to $329.50, making a total of $12,329.50.
3. The contractors abandoned the work after the owner had paid them $9,536.62.
4. The owner then paid to complete the contract according to plans and specifications approximately $3,419.08.

The referee thereupon held that as the amount paid direct to the contractors, together with what the owner expended in completing the building, exceeded the amount of the contract price plus the extras, there was no money in the owner's hands available for distribution among the lien holders who may have proved their claims.

The appeal taken was allowed and the matter referred back to the referee to be dealt with in accordance with the construction given the statute by the court.

Effect of the Judgment

The effect of the judgment of the Appellate Court is that under the provisions of the Ontario Mechanics' Lien Act the owner is to deduct 20 per cent. (or fifteen per cent. when the contract is for more than $15,000) from "any payments to be made." This to include payments made to the contractor on progress certificates under the terms of the contract, issued by the architect from time to time during the progress of the work.

The act requiring the 20 per cent. to be retained by the owner for the benefit of those putting their labor and materials into the building, and for which they might file liens.

In dealing with this point Mr. Justice Meredith says: "How is there any way of escape from that conclusion? If the Act opens such a way—if the owner's contention be right—it would not be an Act for the benefit of the lien-holders, but would be an Act for the relief of owners from their contracts to pay. In this the Act puts no additional liability on the owner; it accepts his own obligation contracted by himself, to pay, as the basis of lien-holders' rights, and provides merely that out of the amounts he has bound himself and has become liable, to pay unconditionally, to his contractor, he shall retain twenty per cent. for lien-holders. There is nothing harsh or unjust to him in that, it would be harsh and unjust if the Act enabled him for his own benefit only, to disregard his own contract to pay. Nor is it unreasonable that he should be made a trustee of a reasonable portion of the money he ought otherwise to pay to the contractor, retained for the one purpose of preventing sub-contractors and others putting work and material into the building which is his, from being "done out" of their pay for it by the contractor."

Further the same judge says: "The Act creates no hardship on the owner. If he choose to pay when he is under no obligation to pay, he pays at his own risk as to the ultimate result; if he retains 20 per cent. out of every payment he has made himself liable for by his contract, he does that which the Act requires and is as well off as if the Act had never been passed; whilst if he fails to do as the Act requires, if he does not retain the 20 per cent. for lien-holders, he runs the risk of having to pay over again, a very reasonable penalty for defiance of the plain law of the land."

Duty of the Owners

Mr. Justice Magee, in the same case dealing with the construction of the Mechanics' Lien Act, makes the following statement: "In my opinion, the true meaning of the statute is that, if the owner has agreed to pay moneys before completion of the contract, whether fixed amounts or sums arrived at by an architect's progress certificate, or otherwise, and they actually become payable, he must retain the same to the extent of 20 per cent. (or 15 per cent.) of the value of the work and materials to the date of payment, calculated as prescribed in the Act and upon the percentage, the liens will be a charge. But except in so far as moneys become actually payable, there is no percentage upon which liens, other than wage earners liens can become a charge."

The learned referee in his judgment followed the decision in the cases of Farrell v. Gallagher, and McManus v. Rothschild, two judgments of the Ontario Divisional Court decided in 1911, referring to these decisions Mr. Justice Meredith says that "if there be anything decided or said to the contrary (in the cases mentioned) it ought I think, by reasons which seem to be to be obvious, to be over-ruled."

Owner a Trustee for Creditors

The construction thus given the Act, which may now be taken as authoritative, is that the owner is a trustee for the benefit of lien-holders to the extent of twenty

per cent. of payments, which the contractor is entitled to under his contract which becomes due during the progress of the work, and this results even where under the terms of the contract the owner was only to pay eighty per cent. of the value of the work done to be estimated at contract prices on progress certificates, and when the contractor abandons the work and the owner completes it and the percentage retained is insufficient to meet the cost of completing the contract according to the plans and specifications, the owner cannot, as against lien-holders, retain twenty per cent. of the payment made the contractor to be applied in the completion of the contract.

CANADIAN ROGERS COMPANY ENLARGE

The Canadian Rogers Company, Limited, has purchased the business and all the assets of the Toronto Silver Plate Company, Limited. It is the intention to conduct the business of the Toronto Silver Plate Company for the present under its present name and organization.

Canadian Rogers Company, Limited, will shortly begin to manufacture the Wm. A. Rogers, Limited, lines of silverware and cutlery in Canada. Their "Horse-Shoe" and "1881" brands have been sold throughout Canada for many years. Now these lines will be manufactured within the Dominion.

NEW HARDWARE WAREHOUSE AT HALIFAX.

Cragg Bros. Co., Ltd., wholesale and retail dealers, Halifax, N.S., are just completing a new eight-storey building, one of the finest business structures in that city. The main floor and a number of mezzanine floors are given over to the retail end of the the business, modernly fitted up with display cases raised on marble supports, electric cash carriers, electric dumbwaiters and interphones connecting all departments. An accounting and private office occupies the next upper floor. Another floor provides space for the retail display of bulky merchandise, and for a special display of builders' hardware.

The wholesole department proper is housed on the sixth floor, where such orders are packed directly for shipment. Banks of shelves are so arranged that goods can be taken from either side of the department. Both floor and ceiling of this department as well as those of the two succeeding floors are finished in trowelled concrete, while steel stairways, window frames and sashes and wired glass help make the structure practically fireproof.

The seventh floor includes a workshop for specialties in sheet metal and miscellaneous repair work. This floor, in conjunction with the top floor, is stored with additional merchandise of the bulky sort.

SLIDING DOOR DESCRIPTIVE CONTEST.

The Richards-Wilcox Canadian Co., Ltd., London, Ont., announce a free-for-all contest for the best 200-word descriptive articles on "the advantages and conveniences of sliding doors in the modern home." A prizes of $50 is offered for the best 200-word article on the subject; for the second best article, $30; and for the third best article, $20. The contest is open to all hardware dealers, architects, contractors, carpenters and anyone connected with firms in these lines, including women relatives and friends. No partiality will be shown and the names of all contestants will be withheld from judges. Article is to be written on a blank sheet of paper, unsigned. The name of contestant is to be mailed with an explanatory letter. The letter and paper will be given a corresponding number and placed on the list of contestants. All articles submitted must be in by May 15th.

WALKER AND SON'S NEW DEPARTURE.

W. Walker & Son, who, for some years, have conducted a retail hardware store at 1228 Yonge Street, Toronto, have erected a large two-storey and basement addition to their place and have gone extensively into the sale of builders' hardware. The firm will cater to both large and small contracts, and, on June 1st, three travellers will be put on the road to cover Ontario and all through the West. A complete line of tools, heavy hardware, sash weights, cement, prepared roofing and other similar lines that enter into the make-up of a building will be carried.

A large sample room has been fitted up at the front of the first floor and tools will be shown here on shelves and in silent salesmen. The basement will be used for sash weights, roofing, cement and other heavy stuff. In the basement they have built a 70-foot tunnel of reinforced concrete, in which space can be stored between 100 and 200 tons of sash weights.

For the delivery of city orders, Walker & Son have a 2-ton truck, which makes four deliveries a day to all parts of the city. This insures prompt filling of orders.

A feature of the firm's line is a lock made up specially for them. This is in the form of a mortice lock, and Walker & Son state it is made stronger than any other mortice lock on the market. Instead of having a leaf spring, it consists of coil springs.

In the near future a catalogue of the lines handled will be issued.

SAFETY RAZORS IN CHINA.

A consular report says that safety razors are beginning to have an extensive sale in China and it is expected that a large business will be developed in time.

When the attention of Mr. A. A. Bittues of the Gillette Safety Razor Co. of Canada, was drawn to the report he said: "We have a building in Shanghai at present with a staff of some eight Europeans and twenty Chinese. It is simply a warehouse for distributing our goods and our advertising.

INCORPORATION OF C.H.M.E.A.

Canadian Hardware Manufacturers Exhibitors has been incorporated by Provincial charter to organize and conduct exhibitions of the goods and manufactures of the members of the corporation either independently or in conjunction with any other organization at any place in Canada, to assist in the organization of any forms of entertainment, meeting or convention whereby the members of the corporation may become better acquainted with customers; to assist financially or otherwise in the conduct of conventions at which the members of the corporation may be allowed to exhibit their goods and manufactures; and to organize or assist in any other scheme for the common benefit of the members of the corporation whereby their goods and manufactures may be made better known to the Canadian merchants and the public. The head office of the Corporation is to be at Toronto, and the provincial directors of the corporation are: Arno Alexander Bittues, Montreal; Frank Major Tobin, Woodstock; William Joseph Nahrwold, St. Catharines; Charles Eager Stewart, Woodstock; Morgan Reginald Griffiths, Toronto; Robert Billings Johnson, Toronto, and Adam Taylor, Guelph.

The Proper Figuring of Profits and Expenses

Of Vital Importance to every Merchant—Many do not Figure Correctly—Invoice Price is not Actual Cost Price—50 per cent. on Cost is only 33⅓ on Sales—Should Figure on Selling Price to be Safe—Importance of Accurate Expense Account.

The question of profit is one of vital importance to every merchant. The primary reason a man is in business is for profit. A business cannot long continue unless a sufficient profit is being made. In short, the proper or improper figuring of profits means success or failure to the merchant and his business. Figures are indeed peculiar things. A person finds this to be true long before he has graduated from the public school, but he becomes more convinced of the fact when he gets into business and begins to do a little figuring on profits. They often seem to be what they are not. They frequently fool the dealer. There is many a man in business to-day who believes he is making a larger profit than he really is. When he comes to make a summary at the end of the year, he finds to his sorrow that things are not as rosy as he expected. There has been miscalculation somewhere. The trouble probably lies in the fact that he has fooled himself in figuring his profits. It is unfortunate but nevertheless true that there are many men in business to-day who do not figure profits correctly. Sometimes they think they are following along the proper lines, but when they give a little study to the problem they learn they are wrong. Let us reason together, Mr. Dealer. If you have been figuring profits incorrectly, as not a few men are doing to-day, the time will be well spent in reading this article. If you have been right in your method, the assurance of the fact will do no harm and will give you even greater courage to demand a sufficient margin of profit on the goods you sell.

THE first essential in figuring profits is that the dealer know the actual cost price of his goods. The cost price does not necessarily mean the invoice price. Here, in the first step in this important problem is where many dealers go astray. They refer to their invoice and think they have the cost which must be taken into consideration in setting prices. Here they are wrong, because cost price means the total cost of the goods laid down in the store and ready for sale. In addition to the invoice price freight charges, cartage and all other expenses which are necessary to put the goods into the store must be included. This is the first important fact to be borne in mind by the dealer.

Twenty-five Per Cent. on Cost Price Only 20 Per Cent. on Selling Price.

There is another important thing to be remembered—that the percentage of advance on cost is not the same as percentage on selling price. Failure to realize this fact is the shoal upon which many business men go aground. We will say an article costs $1. If we add 25 cents on to this and sell it at $1.25, we are making 25 per cent. on the cost price ($1.00), but only 20 per cent. on the selling price ($1.25). In other words, 25 per cent. on cost price is only 20 per cent. on the selling price—50 per cent. on cost price is only 33 1-3 per cent. on selling price.

The invoice price is not the cost upon which to reckon your profit. Freight, cartage and all other expenses which are necessary to put the goods into your store should be added to give the actual cost.

How Dealer May Fool Himself in Figuring Profits.

Let us illustrate how failure to realize this fact is liable to fool the dealer—lead him to think he is making more money than he really is. Suppose a man bought goods to the value of $10,000 during the year, selling them at an advance of 25 per cent. on cost, making a selling price of $12,500. He figures his cost of doing business at 19 per cent., and thinks he is making a net profit of 6 per cent., which he believes nets him $600. Let us look into the problem and see if he has really made that amount. The goods are sold at $12,500. Percentage of expenses—always figured on selling price—is 19 per cent.

Remember that the percentage of advance on cost does not mean the same percentage of sales. For instance, 50 per cent. on cost is only 33 1-3 per cent. on sales. Do not forget it. It is of vital importance. Figure profits on selling price and be safe.

Nineteen per cent. of $12,500 is $2,375—the amount it costs to sell the goods. They were sold at an advance of $2,500, leaving a net profit of only $125. Yet this same dealer believed he was making $600. Why? Because he did not bear in mind the all important fact that 25 per cent. on cost is only 20 per cent. on selling price.

Figure Profits on Selling Price.

The correct way for the business man who wishes to be on the safe side is to always figure profits on the selling price. Expenses are always figured on selling price. A merchant does a business of $10,000 during the year, and his costs of doing business has been $1.800. He says his cost of doing business is 18 per cent.—he has figured it on the selling price of goods. If he turns around and figures his profits on another basis—the cost price—he is certainly going astray. Not a few dealers have failed by figuring expenses on selling price and profits on cost price. They should both be figured on the one basis and that the selling price.

Must Know Expenses to Figure Profits.

In order to figure a sufficient margin of profit on his goods the merchant must first know his cost of doing business. If he does not know it and know it exactly with everything included he is very liable to run along on a basis that will mean no net profit to his

business—a business bringing in no returns. It will not do to guess. In business to-day there is no room for guesswork. The man who would survive the strenuous competition of these days cannot estimate anything. He must know. Increasing expenses make it more difficult to secure a sufficient margin of profit than formerly. This compels the old methods of guess-

Be sure everything is included in your expense account. Everything paid out that is not for goods to be sold or for some permanent addition to store equipment should be placed in the expense account.

work to pass and give way to modern ways of learning and knowing costs, and proportioning these costs to the safe selling price. Expense, absolutely known is necessary to guide a mercantile establishment safely.

Don't Include Enough in Expense Account.

The trouble with a good many retailers is that they don't include enough in their expense account. There are not a few dealers who add up rent, clerks' salary and a few other odd items and think they have their total cost of doing business. They console themselves that it is pretty close anyway, but this is just where they go wrong. As pointed out before, nothing should be left to guesswork. Everything paid out that is not for goods to be sold or to permanent addition to store equipment should be included in expenses.

Charge Rent Even if You Own Building.

Rent is an important item and there is rent to be charged even though a man owns his own building. If the dealer did not occupy it he could rent it. The amount invested in it should draw a dividend and an allowance for rent should pay that dividend. The dealer does not want to be like a man encountered the other day. He had a building valued at $20,000, on which there was a mortgage of $10,000. He paid $600 interest on the mortgage and just charged that amount up as rent. "But what about the $10,000 that you yourself have invested in the building?" he was asked. "If you had it in the bank or invested elsewhere it would bring returns and why not in this case? If you had to rent from another man you would have to pay more rent." He came to a realization that a rent similar to that he would have to pay if he did not own the building should be charged in his expense account.

Dealer Should Allow Himself Fair Salary.

Other dealers fail to make an allowance for their own salary. This is another mistake. A dealer should run his business just as if it belonged to someone else and he was acting as manager. In that case he would receive a salary in accordance with his value to the business, and he would have to make a profit on the amount invested over and above all expenses. It should be the same with a man's business. A dealer's salary is not looked after by the net profits. Net profits represent returns on money invested in the business. The dealer should make a reasonable allowance for his own salary in the expense account.

Incidental Expenses Important.

Among other items of expense are heat and lighting, clerks' salary, delivery expenses, advertising, taxes, insurance and a long list of sundry items. The dealer who would know his total and actual cost of doing business must watch the incidental expenses. Not a cent should be paid out for the benefit of the business without entering it in the expense account. There will be items for printing, stationery, telephone, telegrams, donations, trade paper subscriptions, etc. The man with a credit business will have some further items to add, including allowance for bad debts and cost of collections. The dealer should have a regular expense book with several divisions, so that each line of expenditure can be watched. Expenses should be entered as they occur. The main point, however, is to make certain that all expenses are put in.

Allow Sufficient Margin for Profit.

Having arrived at his total and actual cost of doing business the dealer is ready to set his prices so that he will secure a sufficient margin of profit. A large enough percentage, over and above expenses, to allow a reasonable return on investment should be set. If a merchant does $25,000 worth of business during the year and his expenses are $4,250, his cost of doing business is 17 per cent. and he must set this total percentage of profit far enough in advance of that figure to allow a fair dividend on the amount he had invested in the business at the beginning of the year. It is always best to be on the safe side—better to be safe than sorry.

Co-operate With Other Dealers.

In deciding upon your margin of profit do not let fear of your competitor influence you into exacting too small an amount. He is just as anxious as you are to be successful and in order to do so he must get a profit. It is indeed well that dealers get together and maintain prices. A great deal in this regard can be done by being friendly with your opposition. In addition to reducing price cutting it shortens credit and saves a good deal of loss in bad debts. Co-operation between merchants is extremely valuable.

Wholesalers Interested in Question

Some wholesale houses that have the welfare of the retail trade at heart are interesting themselves in the question of profits and expenses. H. S. Howland, Sons & Co., of Toronto, in a recent issue of their Monthly Bulletin, dealt with the subject in a concise manner. Some of the pointers given were as follows:

The proper figuring of profit means success or failure.

Do not forget that the invoice price is not the cost upon which to add your percentage. Add freight charges, cartage and other expenses which are necessary to put the goods into your store and on the total put your percentage of profit.

Remember that the percentage of advance on your cost does not mean the same percentage on your sales.

Are all these included in your expense account: Rent, heating, lighting, clerk's salary, own salary, delivery, insurance, taxes, advertising, printing, stationery, subscriptions, donations, telephone, telegrams, collections, allowance for bad debts, papers and all other incidental expenses.

For instance, 50 per cent. on your cost only means 33 1-3 per cent. on your sale. Do not forget this—it is vital. Keep it before you in reckoning the advance necessary to cover the cost of running your business.

In deciding upon your advance, do not let a fear of your competitor influence you; he is just as anxious as you are to be successful, and must get a profit.

See when you make up your expenses that everything is included.

Canadian Hardware Manufacturers

Men who are helping to build up the manufacturing industries of Canada.

The success of the hardware exhibition at Hamilton is in a considerable measure due to H. P. Hubbard, who as manager of the Canadian plant of E. C. Atkins & Co., located at Hamilton, was able to give much time and assistance as one of the committee looking after the local arrangements. In recognition of his work Mr. Hubbard was made second vice-president of the Canadian Hardware Manufacturers Exhibitors' Association.



H. P. Hubbard

The interest taken by E. C. Atkins & Co., in hardware exhibitions in Canada is a result of their long experience in making displays at conventions of hardware merchants in the various states across the line, Mr. Benham, who came from the home factory at Indianapolis to attend the Hamilton convention, having won a wide reputation for his addresses at these conventions on the subjects of retail advertising and window dressing. The illustrated talk describing the processes of saw-making, delivered by Mr. Benham at Hamilton, has also been given at several conventions in the States and has given many merchants and salesmen a better insight into the care taken in the selection, tempering and cutting of the steel used in making saws, than they could have secured without spending a day at the factory.

Harlan P. Hubbard, the subject of this sketch, learned the saw business in a practical way, being regularly apprenticed to the saw-making trade in the old shop of Hubbard-Lippincott, Pittsburgh, Pa., in 1877, graduating through the various departments of that factory (which at the time was one of the largest, axe, saw and shovel factories in America, and later travelling as a salesman throughout the lumber regions of the United States.

In 1889 he located in Chicago as Assistant Manager of Simonds Mfg. Co., who later built a saw manufacturing plant and steel mill at Chicago, which was placed under Mr. Hubbard's charge, he continuing with the Simonds Company until 1901.

Mr. Hubbard was next appointed to make a careful canvass of the saw business of Canada for the E. C. Atkins Co., locating a sales office in Toronto, and introducing their small goods to the hardware jobbers and retail dealers. At the end of a year they so highly appreciated his work, that they discussed with him the advisability of a branch factory in Canada, but the time was not ripe for this enterprise, so to prepare for a Canadian plant the Atkins Company took him into their own organization as general superintendent of their large plant at Indianapolis, in the meantime they developing their business with the hardware and mill trade by salesmen resident in Canada.

In a few years the demand for Atkins saws warranted re-consideration of the manufacturing in Canada project, and the officers of the company with Mr. Hubbard, examined several propositions and in 1907 located their Canadian headquarters on their present site at Hamilton, Mr. Hubbard being given the general management of the Canadian business. A branch was established at Vancouver a couple of years ago to look after the sales in the territory west of the Rocky Mountains.

"Atkins saws and Atkins quality" are now familiar terms wherever saws of any kind are used or sold, and Canadian hardware dealers appreciate the stiff guarantee behind Atkins quality, the selling aids offered the dealer, and the assistance given the dealer to interest the ultimate consumer.

E. C. Atkins & Co. recognize in the Canadian Hardware Manufacturers Exhibitors' Association an organization which provides an opportunity to create a larger demand for Canadian-made goods, and Mr. Hubbard looks forward to not only making exhibits in Ottawa and other points in Ontario, but also at other hardware exhibitions to be held in the Maritime Provinces and Western Canada.

Hardware exhibitions are helpful, not only in enabling manufacturers to show their full lines to their retail customers, but also by bringing retailers together to discuss the advantages and workings out of the policy of price maintenance adopted on hand saws, etc. If jobbers in one province sell saws to mail order houses for price cutting purposes in another province, or if other ways are found to circumvent the protection which the manufacturers aim to give the retailers, the getting together of retailers at conventions enables them to bring their grievances before the manufacturers.

During the Hamilton convention, for instance, one saw manufacturer investigated complaints made that a certain jobber-retailer was not living up to the maintained price on his handsaws, and the price cutting had extended to several Hamilton stores. The complaints were found to be justified and prompt action was taken by the special agent to see that the jobber continued to protect the retail trade.

Matters of this kind are, of course, outside the province of the Exhibitors' Association, but by having their lines and their staff represented at exhibitions, and by assisting in increasing the attendance at hardware conventions, the exhibitors prove their interest in the welfare of the merchants who sell their goods and, on the other hand show that they are deserving of the support of the retail trade in their endeavors to build up the hardware manufacturing industries of Canada.

H. C. McKay, of McKay & Laing, hardware dealers, Minitonas, Man., died recently.

Lewis Bros., Montreal, have added a third motor truck to their equipment for local delivery in Montreal.

The Gurney-Oxford stove store, at London, has been closed. Smallman and Ingram will handle the line in future.

Dr. McIver has been promoted to the position of sales manager for G. F. Stephens & Co., Winnipeg, whom he represented on the road for a number of years.

Retail Merchant's Annual Meeting

The fourteenth annual convention of the Ontario Provincial Board of the Retail Merchants' Association of Canada was held in Massey Hall, Toronto, on April 29 and 30. The attendance was somewhat disappointing as only about sixty-five members registered. The convention ought to have been more successful and a much larger attendance was looked for, as a number of important trade subjects were up for discussion. The Retail Grocers' Association recently held their first provincial convention in Toronto, and were able to get an enthusiastic delegation of about 150 grocers; and the hardwaremen, at their annual convention in Hamilton some few weeks ago, brought out nearly 300 men in the trade. Both of these are one-line trade organizations and where they are able to get such good meetings in a restricted field, the Retail Merchants' Association ought to get a banner attendance from all the trade lines in the province. Because of this the meagre attendance at the Toronto convention was disappointing. It deserved greater success.

J. C. Van Camp, president of the Toronto branch, welcomed the delegates at the opening session of the convention, and A. Wesloh, Berlin, provincial president of the association, responded, as also did B. W. Ziemann, Preston, who spoke on the value of organization. F. C. Higgins, Toronto, also spoke along this line.

President Wesloh in his annual address appealed for a strong organization to protect the interests of the retail merchants, for "there is more danger," said he, "for the retailer to face in the future than there ever had been in the past." He denounced the press for stating unfairly and untruly that the retailer was responsible for the high cost of living, and suggested that something should be done to curtail articles of this nature appearing in the newspapers. He advocated a longer period of time for consideration of measures between the introduction and final reading of bills in the Ontario Legislature.

Bulk Sales Act Discussed

Secretary Trowern read the Executive Committee's report dealing with legislation matters. "No one is going to look after you but yourselves," said he by way of introduction. The report dealt with the Business Tax, in which the executive had asked that this tax be cut to 10 per cent. The Ontario Government had been asked to leave the retailer out of any scheme for compensation to workmen. The Bulk Sales Act had been opposed on the ground that it was really a tax on many to catch a few, and it would prevent an honest merchant selling out to advantage. The remedy was worse than the disease.

On this situation a number of members took issue with Secretary Trowern, among them G. B. Ryan, Guelph, who said it was no particular hardship for him to let his creditors know when he was selling out, as the goods, while his legally, belonged to the wholesalers morally, because he owed for the goods. D. W. Grey, Woodstock, also said he did not oppose the Bill, but he wanted to see one more favorable to the retailer.

Mr. Trowern read an article from a trade journal which dealt with the good features of the Bulk Sales Act, and stated that he "would not trust the trade journals. They were not published in the interests of the retailers as they said, but in those of the wholesaler and those from whom they got advertising."

Trade Journals Excluded

Among the resolutions was one asking the Provincial Government to establish a department for trade interests the same as those devoted to labor and agriculture. Another one brought forward and passed excluded the newspapers and trade journal representatives from being present the following morning when the secretary's and treasurer's reports were discussed.

When the press were admitted the following morning the Bulk Sales Act was again discussed. Secretary Trowern wanted a resolution put through opposing in toto the measure, and in place of it have an amendment to the criminal code put through making it possible for the law to pursue debtors outside the country. The resolution was opposed by a number of members present. It was finally decided to send notices to branch associations asking them to select delegates to meet the Executive, and also the wholesalers to deal with the bill.

The convention went on record as opposed to all premium and coupon schemes, but believed the giving of redeemable checks from cash registers a good one as it tended to promote cash buying.

Mr. Grey, representing the Grand Trunk Railway, explained why merchants are put to trouble and delay in securing payment of claims. Many of these, he said, are caused by the incomplete manner in which claims are sent in. Merchants do not always see the necessity of filling in some of the documents and so delays result. If more care was exercised by merchants and shippers generally, claims would be fewer. Trouble is caused from insufficient packing, tagging and filling out the shipping bills. In this latter feature alone 75 per cent of all forms sent in are incorrectly filled out. About the same percentage of returned packages have no address at all, or have from ten to fifteen old ones.

Where People Buy

Hugh Blain, of Eby, Blain & Co., Toronto, discussed the attitude of wholesalers who supplied co-operative societies with goods. He combated many of the statements made in regard to these societies getting business because people were shareholders. "The public," he said, "aim to get the best. It is the man with the good service, the nice store, the good goods and all those other commendable features, who will get the business." It is, however, not fair to sell to a dealer and also sell to people who are the dealer's customers. He thought that in regard to co-operative societies wholesaler and retailer were in the same boat. It was about time that all branches of the trade get together.

The election of officers resulted as follows: E. C. Mathews, Toronto, president; B. W. Ziemann, Preston, and G. B. Ryan, Guelph, vice-presidents; Neil Cameron, Peterborough, treasurer, and E. M. Trowern, secretary. M. Moyer, who has been treasurer for several years, was made an honorary member of the association

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S. M. Burt has sold out his hardware business at Toronto to H. J. Smyth.

Barton & Fisher will erect a new hardware store at Port Arthur this summer.

Adelard Sauriol is discontinuing his hardware and grocery business at Lancester, Ont.

T. W. J. Mather, hardwareman, Asquith, Sask., is succeeded in business by Pecketts & McGuirl.

M. Rault, Meacham, Sask., has sold his hardware business, as also has P. D. Siemens at Osler, Sask.

Brown & Mitchell, hardware merchants, Brandon, Man., have formed a limited liability company of their business.

Window and Newspaper Advertising

THE ART OF DRESSING STORE WINDOWS.

By Charles T. Kimball, Jr.

There is no line of merchandise that can be so easily and effectively displayed as hardware.

There is no big line of merchandise that receives so little attention for display as hardware.

Here are two facts beyond dispute and can be borne out in almost any city, town or hamlet.

If you were to take a trip through the streets of your town to study the windows, you would have to admit that the hardware merchant, generally speaking, is greatly discounted by the jeweller, the druggist, the clothier and the dry goods and furniture dealers.

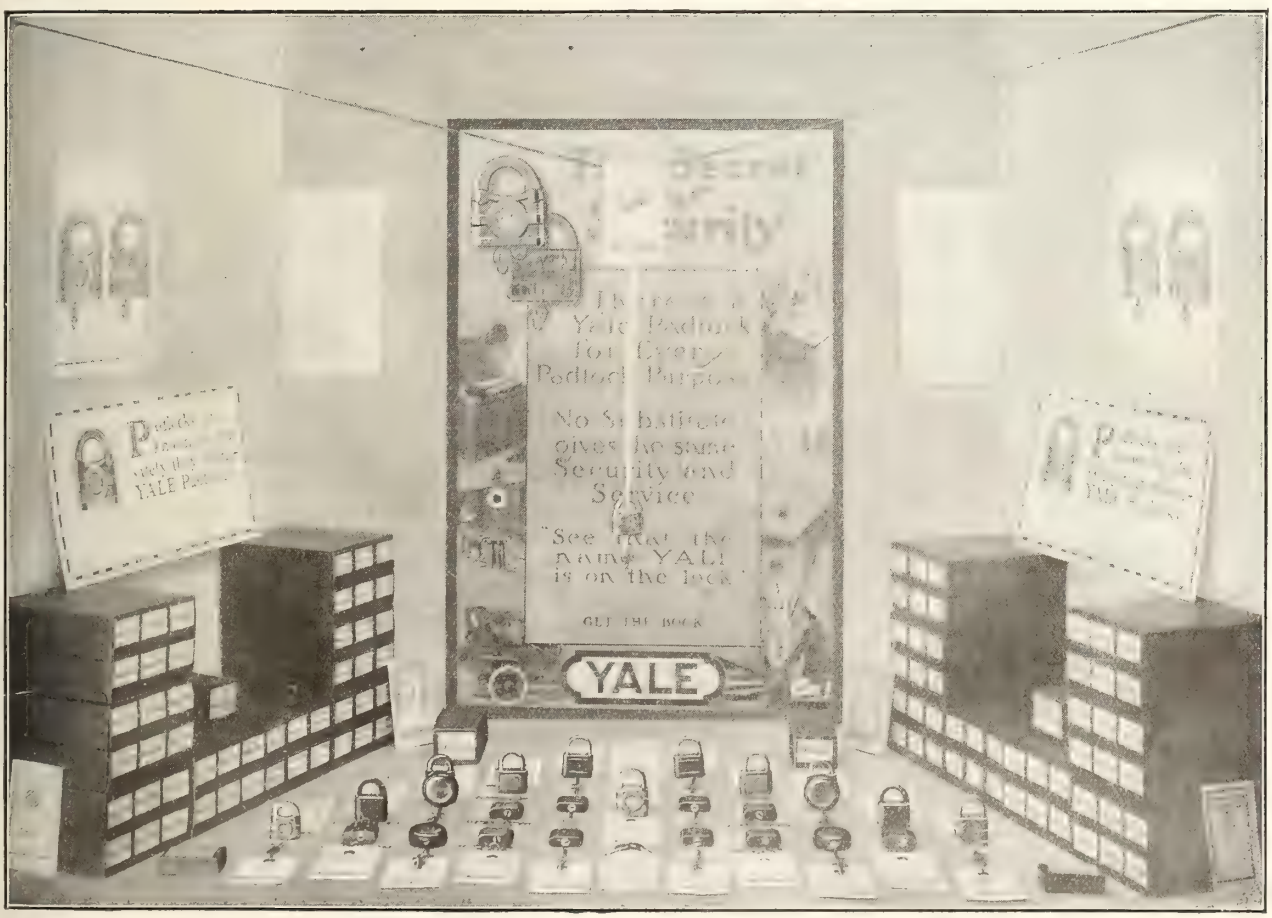
Take a little stroll on the streets in the evening. The shop windows, being lighted, are free from reflection and everything is to be seen to the best advantage. I would suggest that you take your wife with you, for she has a more keen sense of beauty; she is more critical also and will call your attention to many points that, no doubt, would have escaped you.

I have many times walked the streets, and late at night, too; studying the various windows and jotting down in my notebook ideas that I thought might be of value. On one occasion I was approached by a policeman, who thought that I had been looking too long into a jeweller's window to be beyond suspicion. This is another good reason for taking your wife with you.

Why should these other merchants be so far advanced? I am inclined to think we have been merely negligent in this particular line. This is really a lamentable situation, considering that probably not even one out of ten of us employ a man equipped with special training for window work, and by reason of the fact that the hardware line includes so much merchandise that can be arranged in display to obtain pleasing effects. This condition is improving, however, and to such an extent that in many locations a few hardware windows are attracting as much attention as those of other trades.

Credit is due doubtless to the hardware journals, all of which are illustrating and describing good windows; and some of them having established a regular department for that work. Upon these journals we will have to depend to a considerable extent to create still more interest in this important branch of advertising.

I have talked with many merchants, who constantly



One-article window display. Neat arrangement of Yale products.

keep attractive window displays, and in every instance find that they claim more benefit from this class of advertising than from newspaper space. It is more economical and catches the public eye better than a full page ad. in the newspaper.

A Bit of Experience.

Window dressing is so broad a subject that I believe a very large book could be written on the subject and still leave much to be told.

While I am sitting at my desk writing this the mercury is standing at a point considerably below zero. A few minutes ago I was looking down the street and could see only one other window beside my own whose display was not completely hidden by a veil of frost on the glass.

We have been asked many times how we kept our glass so clear. It is simple. Most of the modern con-



Spring paint window in Bond Hardware Co.'s store at Guelph, Ont. Dressed by Class. Byford. This view shows but one half of window, a somewhat similar scene was made in the other half.

structed windows have the background boxed up and provision made to admit outside air. Should you ever consider reconstructing your store entrance be sure to give this feature close attention. This style window, with a high background, is the trimmer's paradise. He realizes the necessity of a background to give his display attractiveness and drawing power; and on that portion he expects to spend probably three-quarters of his time. It is on that part of the window he puts forth his best efforts in design and outline; festoons, puffs and plaitings.

A window without a background almost invariably looks cold and barren.

While this particular feature, the background, is of such importance, it should not be confined strictly to a window of modern construction, as an open-backed window can be remedied with little trouble and expense. Construct a backboard the length of the window and as high as would be permitted without excluding too much light from your store. This should be made of light lumber so as to permit handling, for it should be trimmed before setting in place. Have it well braced crosswise and diagonally; and put drop handles on the back to facilitate handling. This board when covered with tools is liable to represent considerable weight. We use two of these background boards 4 by 2 feet; one for each window, and whenever they are not in use they are upstairs, where one can employ spare time preparing them for display.

The back of our window can be taken out in panel sections, permitting passage of one of these boards into the window bodily. It is a wonderful saver of work and greatly shortens the time we must keep our curtains drawn.

One Special Trim.

Allow me to direct you through a window trim. Tools make one of the most attractive displays a hardware stock can furnish, therefore we will select that subject. Place your background board on some boxes or kegs and after covering with a soft finish black cloth, outline a design with saws, hammers or chisels, or whatever you wish to display. Use a yardstick at frequent intervals to be sure the corresponding parts of the design are equi-distant from the edges of the board, for the slightest irregularity will appear much greater when in the window. Have your design worked out complete before proceeding to fasten it down.

Finally make a border all around the display. The hardware stock offers several excellent pieces of merchandise for this purpose. Rope and chain can be handled easily and fastens into many geometrical shapes. The same would apply to zigzag rules, which always make an attractive border; carpenter's chalks, fastened with long fine nails, have also been used frequently, although more difficult to handle. After setting the board in position in the window, arrange streamers of crepe paper or cloth or some other style of decoration to form a ceiling, bringing it forward to the top of the glass.

The floor is invariably more simple and requires less work than the background, but must receive careful attention, as this space is the real selling power after the background has commanded attention.

Pedestals, pyramids and steps greatly aid in preventing monotony, and can be made of rough box lumber and covered with cloth or crepe paper of the colors being employed. Black invariably makes an excellent background for tools, bringing each tool individually into prominence. In this case use some such combination as red for the floor and green for decoration and borders to complete the scheme. Christmas would bring into play white as the predominating color, the subsidiary colors green and holly red. The national colors are, of course, most appropriate on national days, and emblematic colors for conventions. Aside from this, color combinations are more or less a matter of taste, so would be subject to a difference of opinion. Having your display laid out, make a very careful inspection of the ensemble. If you are carrying out a design, see that the hammer on the left side tilts at the same angle as the corresponding one on the right; see that you have the same number of pieces in the corresponding side of the design; see that articles laid in a straight line butt-up together against a yardstick; see that the curved lines correspond correctly, and that everything is brushed clean. Then watch results. With very little practice you will be agreeably surprised with the outcome.—Hardware Dealers' Magazine.

NEW ADDRESS OF YALE & TOWNE

The Yale & Towne Mfg. Co. have transfered their New York offices from 9 Murray street to 9 East 40th street.

Retail Hardware Advertising

Some Suggestions and Examples for Progressive Merchants

Pulling Power of Advertising

By J. Crabtree

Not long ago I read an account relating to the curious manner in which an "ad." got action after a silence of many years. Looks to me as though the chance was about one in a million, but be that as it may, the point is that the "ad" succeeded, and that after a silence of nearly twenty years.

As remembered the story ran something as follows: In a southern city a lady attending some of the fairs lost a valuable diamond ring. She advertised for it in the city papers, but at that time got no returns. The scene changes to the west. Time, some twenty years later, and a prairie schooner pulls into a western city. In unpacking the goods in the wagon an old paper happens to drop off a package, and one of the lookers-on picks up said paper and chances to look at this self-same "ad." for the ring. Many years ago he had found it. Result, letters by mail and the ring is, at length, restored to its rightful owner.

Far-Reaching Power of an Ad.

That sounds like a fairy tale, I'll have to admit, and yet the story is voted as authentic. It simply shows that, when an advertisement is once placed in a paper, there is no manner of telling how far it will be carried, nor when the results will cease coming back. Hence the man who expects a sudden great influx of business from some "ad." placed for once or twice only, is apt to be disappointed. He may get totally unexpected returns from that advertisement months, or even years, after he has forgotten that he ever placed such a notice in the paper. It may be observed at the time it appears, but not acted upon by one or perhaps a dozen people who afterwards become more or less steady customers. Any one of these "prospectives" may not be in need of the services, or wares, that the merchant happens to be offering, but just the same they've got his number from his "ad."

The pulling power of an "ad." is therefore not entirely influenced by time. Numerous instances might be related of where old magazines and newspapers have been picked up carelessly, an "ad." observed by chance and letters of inquiry written, which resulted in good business for the manufacturer or merchant who "Fathered the Ad."

A Lasting Impression.

A steady advertisement in the paper makes a lasting impression on the minds of thousands—an impression which the eye cannot escape conveying activity to the brain; and the impression remains. As a proof of this let us take a very common instance. Suppose it happened to be necessary for you to take a railroad journey from, say, Toronto to either Chicago, or New York. If you are a reader of either the daily newspapers or the current magazines, you would know, with inquiry, just what railroad you could take, and the chances are, that if you have scanned the daily paper you'd about know what train you'd take to the very hour.

This impression has been conveyed to the mind from a most cursory glance at the paper or magazine. It, at the time, wasn't anything that you were looking for, in particular, but you just happened to see it as it was in the paper. In other words, you could not help getting the idea if you had so desired as the eye caught the information while you were "leafing over" carelessly, the pages.

Where does the argument hold that a man "won't read the papers?" He can't help taking notice if your ad is anywhere in the paper or magazine. Certain foodstuffs, household articles, tools and different brands of footwear have been advertised extensively during the past few years.

Question three out of five people and you will find that they are using some, or perhaps all, of these same articles. How do you suppose that they acquired the habit? Was it through the influence of some country merchant pushing the wares direct from behind the counter, or was it through the unconscious influence of the firm's advertisement seen, perhaps, in half a dozen newspapers?

Take Your Own Case.

Take your own case for instance. Didn't you swear the last time you got stung on a pair of nameless shoes; "the next pair of shoes I get will be the Tramp 'em Forever Shoes?" Now why? Their pulling ad. in the monthly magazine caught your eye and, in spite of yourself, it succeeded in influencing your choice and you decided to give those shoes a try out on the



Getting after the Spring trade early with a good ad. Original was 4½ by 5½.

first occasion possible. What's true of shoes is true of a thousand and one other articles. It's true of knives, stoves, scissors, kitchen-ware, lavatories, boilers, gas ranges, furnaces and a thousand and one things.

Coming down to cases, but few of us are aware of the influence that advertising exerts upon us. It has become so necessary, so customary, so vital to the

Special Sale of Kitchen Utensils

Housekeepers, here is an opportunity to secure good graniteware at little cost.

This ware is imported specially by us and is in color grey, is light in weight but very durable, every piece is perfect.

Here are a few of the number on sale. Note the prices:

Preserve Kettles, large size	33c and 39c	Dish Pans, large size	25c and 37c
Sauce Pans	15c and 20c	Water Pails	39c and 49c
Wash Basins	15c	2-qt. Covered Pails	20c
Fry Pans	15c	Pudding Pans	15c and 20c
Big Kitchen Spoons	10c	Roast Pans	33c
Soap Dishes	10c	Bread Pans	15c
Pie Plates	2 for 15c	Cake Pans	15c
Chamber Pails	69c	Pan Covers, all sizes	10c, 15c and 20c
Sink Strainers	15c		

Don't fail to come in this week and replenish your kitchen with this ware at prices you pay for tin goods. Those who come first will get the best selection.

McINTOSH BROS.

An exceedingly good ad. It is well written, newsy, and well displayed. Original was 4½ by 5¾ inches.

every day life, that it gets into our system when we are not aware of it—and remains. An ad. once read, or even glanced at is seldom forgotten. The idea bobs up in the mind unexpectedly and exerts its influence, even though the paper in which it appeared has become a back number for weeks, months or years.

Persistent Advertising.

Do not for a moment think that this result is accomplished by any happy-go-lucky hit or miss system of placing the ads one issue in and the following issue out. Presistancy spells success, and the impression presented upon the minds of those who see the advertisements is the result of a regular and wall planned campaign on the part of the party who places his wares before the public.

This means a selection as to the quantity and quality of the material that goes into the ad. It has been proved that certain ways of stating the qualities of the articles are far better than "any old way."

Some merchants are natural born ad. writers. They possess the faculty of so telling their story that it can not fail to get results. Others, having a similar article for sale could not get out a corporal's guard to view the things. In a general way one can say that the simpler and more direct the story, the better. One can say too much as well as too little. Study the ads. of some of the larger concerns who have succeeded in the business, and observe the general trend of matters. Because you may be a small merchant in a small town does not prove that there is no need for you to advertise. There is. The live ones have their ads. in the paper, and if you want to do business in this age you'll have to soon get your's there too.

FIVE THOUSAND DOLLAR SALESMEN.

By Edward Bok

It is foolish to argue, as some young men do, that to go beyond one's special position is made impossible by an employer. The employer never existed who will prevent the cream of his establishment from rising to surface. The advance of an employee always means the advance of the employer's interests. Every employer would rather pay a young man five thousand dollars a year than five hundred. What is to the young man's interest is in a far greater degree to the interests of his employer. A five-hundred-dollar clerkship is worth just that amount to an employer, and nothing more. But a five-thousand-dollar man is generally worth five times that sum to a business. A young man makes of a position exactly what he chooses, either millstone around his neck or a stepping stone to larger success.

ESTABLISHED 50 YEARS

R. P. BUTCHART & BRO.
HARDWARE MERCHANTS

PRICE LIST OF STOVES

KITCHEN RANGES

Garland Steel Kitchen Range	45.00	for 35.00
Garland Steel Kitchen Range	48.00	" 38.00
Imperial Oxford Combination Coal and Gas and Wood	65.00	" 55.00
Kitchen Queen Cast Range Coal or Wood	45.00	" 35.00
Marvel Cast Range Coal or Wood	32.00	" 24.00

COAL HEATERS

Art Garland Base Burner No. 300 with oven	50.00	" 39.00
Art Garland Base Burners No. 300 straight	45.00	for 35.00
Oak Treasure 16 in. Fire Pot fully nickled with Mica Door and Feeder	22.00	" 18.00
Oak Treasure 15 in. Fire Pot with Duplix Grates fully nickled with Mica Doors and Feeder	18.00	" 15.00
Oak Treasure 15 in. Fire Pot plain Door and Feeder	12.00	" 9.50
Oak Treasure 17 in. Fire Pot plain Door and Feeder	15.00	" 11.00

R. P. BUTCHART & BRO.
Hardware. —OWEN SOUND— Hardware.

The feature of this ad. is the price list. For direct results there is nothing like prices as long as they are attractive. The advertisement, which is well balanced, was originally 15¼ by 8 inches.

Business and Store Management

COLLECTING ACCOUNTS.

By L. C. Abbott

I think the proper way to collect small accounts is by personal solicitation. One of our clerks does nothing but collect accounts for ten days out of each month, and he goes after them whether they are one or ten miles out in the country. Letter writing is a very poor collecting medium. It serves as a notification to the man who pays every month, but the only way to make the slow-paying customer come to time is to go and see him. There are few merchants who give the collection department the attention they should. A poor collector is just as bad as a poor payer. You can't expect to discount your bills and maintain your credit unless you are careful in collecting the accounts that are due you. I have bought my experience dearly, and I find the best asset in collections is a clerk's time ten days every month to go after them. I might add that we manage some way to get a promise out of the customer if possible, to pay on the 10th, 15th, 20th or the first of next month. That promise is noted on the back of the bill and goes into a tickler; and if he does not come to time when the day rolls around, we make another call. We keep that up until we find it is absolutely impossible to collect, and then we charge it up to experience and go on with the business.

MONEY IN METAL GARAGES

A new line for hardwaremen which has been tried and found profitable is that of metal garages for automobiles. H. Occomore & Co., Guelph, have been selling these metal sheds for several months and have become strong pushers for their sale. They are handling the Metal Shingle & Siding Company's (Preston) goods and with their co-operation have effected some tidy business.

Mr. Occomore, in discussing his method of getting after the business, says he tries to get all the information he can about owners or prospective owners of automobiles and then he solicits them for business. When they come to the store he shows the catalogue and sells from that, his commission amounting to ten per cent., or, if the customer prefers to see the finished garage set up he may go to the factory. If he buys there Occomore & Co. get a credit note for the ten per cent. Besides the actual sale there is at least two days' work in setting up the garage, which also nets a profit. No stock being carried there is no necessity to tie up money in this regard. On the sale of a $150 garage the margin would be $15—a nice profit for practically only sending out a letter.

BUSINESS TO BE HAD IN PRUNING TOOLS

Wherever orchards are grown there is developing a demand for pruning tools. Some farmers are doing rough pruning work with axes or common carpenters' or lumbermen's saws; this is largely because they have not had tools which are better suited to this purpose brought to their attention.

At the hardware convention it was found that dealers generally were not handling these goods; that many of them who did sell them were picking them up on special orders for customers. Here is a comparatively new line which will bring some new business for dealers in fruit growing regions. A stock of these tools would not require much of an investment while the margin of profit is good. In looking through the catalogue of a manufacturer who is putting out pruning tools it was noticed five types of saws each for a different purpose and most orchardists would have use for at least three of them. In addition to saws there are shears and trimmers and there is some variety here also.

These goods will sell but there should not be the mistake made of waiting for the demand to start. Here is where the mail order house gets the advantage of us. They never wait for demand to start, but instead take the lead and thus steal a march on the retailer.

Pruning tools are indispensable to the progressive orchardist and it means new trade for the retailers who stock and push these goods.

SELLING HORSE CLIPPERS IN SEASON

Horse clippers are a wanted line just now, and the experience of Taylor Bros., Almonte, Ont., and Harland Bros., Clinton, Ont., shows that they can be made a profitable one. Both these firms advertised the sale to draw the farmers' trade. Taylor Bros. say the prices quoted in their ad. are their regular selling



Samples of copy advertising horse clippers and farmers' supplies.

prices, and that they generally get results from all their ads. "Our's is a limited trade," said Mr. Taylor. "This year we sold more than the usual quantity of clippers. We had a good window display while the ad. was running." He thought that if he used more cuts in his advertising the results would be more beneficial.

Harland Bros. also had "good results" from their sale, due in great measure to the preparatory advertising. They backed up the newspaper publicity with a window dressed with all kinds of clippers. In fact, all their advertisements are backed up with good windows. "We try every week to have a special ad. in our local papers quoting special prices on a few lines, and in every case we dress our window so as to connect up with the ad," said one of the principals, discussing his methods.

GARDEN SEEDS TO ATTRACT SALES

This is the time when everybody, who can, takes to making a garden. Interest in garden implements, children's gardening sets, and garden seeds runs high.

It would be well to devote considerable of our window space early in May to a display of garden goods. It would be a good idea to sell the best hoe and rake possible at a popular price.

It would pay also to show children's garden sets, sand pails and shovels, garden trowels and the like.

Put a price ticket on everything in the window and on a large card say, "Garden Seeds at 1c. per pkg. all day Saturday." Be sure to have this in for several days.

Another good way would be to give one package of seeds, their choice, with every purchase.

NOW IS THE TIME FOR HORSE GOODS

May is the month to push the sale of horse goods specialties, lap dusters, horse covers and fly nets. The general merchant can well afford to devote one week to the featuring and selling of these profitable goods. Your farmer trade is in the market for them right now and where he buys horse goods he will also buy many other things. Your full share of the farmer trade of your vicinity is limited only by your ability and willingness to provide the things they want at fair prices. Make an earnest bid for this business in May and you will sell many dollars where heretofore you have sold one.

Bring out to the front the things you know will be of interest right now. Fit up a table or counter and give them first place near the door. Trim a window with a few popular selling showy lap dusters and fly nets at prices that everyone will recognize as bargains. Price ticket everything and then advertise. Talk them for one week over your counter and in the newspaper so that every person in the county will know you are headquarters for horse goods specialties—that your prices are right and that you want their trade.

PROFITING BY PHASE OF HUMAN NATURE

Here is a true story of how one paint dealer made interest in his locality pay him a profit:

In a certain western town was a resident street with a row or fifteen houses, all of which needed paint. They looked bad and they kept getting worse every year. Finally the local paint dealer got an idea. He went to the owner of the house in the middle of the block. "I want to make you a proposition," he said, "if you permit me I will give you, without a cent's cost, all the paint necessary to paint your house if you will do the work."



The window can be made a valuable agent in selling seeds. This trim is simple, but neat and attractive.

The owner accepted the proposition and later the paint was delivered. The dealer exacted the promise, of course, that the owner would not tell any of his neighbors that the paint was a gift. "It will be a matter of satisfaction to you," he said, "to let them think that you are more enterprising than they are."

In course of time the house was painted and the effect was marvelous to behold. Like a new house it stood among its neighbors as conspicuous as a fairy in a minstrel show. The owners of the other houses noticed the effect. They saw how miserably poor and bad the newly painted house made theirs look. First one went to the dealer and ordered paint for his house, then another and another. In the course of that season every one of the fifteen houses were painted and the dealer sold the material for every job and at the regular price. The dealer's plan was worked out from his knowledge of that phase of human nature that induces men to follow the example of their neighbors. He knew that men are like sheep in many respects so that when one starts a good thing the others will follow.

Possibilities of Garden Tool Trade

"Unlimited—virtually—is the field for gardening tools." This remark by an exchange is as true as it is apt.

Intensive cultivation is coming into its own. Tiny tracts of land are being cajoled scientifically into producing yields that in size and quality excel those of farms twice the size. This cultivation necessitates a more careful preparation and working of the soil.

Disquieting bills of grocer and butcher may well turn Milady's attention to a vegetable garden, if she have ground space. There she can raise cucumbers, beans, tomatoes, squashes, onions, lettuce, radishes, peas, corn, cabbage, celery, rhubarb, beets, potatoes, spinach, carrots, etc. Not only does she cut down food bills to a surprising extent, but she provides food that promotes health; edibles incomparably delightful in their freshness.

Business men and mechanics who have garden room, can find health, pleasure and profit in truck patches.

And the children may obtain beneficial outdoor exercise, useful knowledge and rare sport from the care of a garden.

The Objection Removed

The great drawback in developing numberless little plots of ground into garden patches, however, has been the arduous labor involved. In every hamlet, town and city, there are a large number of vacant spaces which could, and would, be utilized if folks knew that hard work in a garden were entirely unnecessary.

This difficulty has been overcome.

The advent of ingenious, labor-saving tools has given a new aspect to gardening.

Up-to-date, thoroughly efficient wheel hoes, harrows, cultivators, weeders, sprayers, potato diggers, seeders, plows, rakes, orchard cultivators, etc., are on the market. Various tool have a number of adjustable attachments so that a certain implement may be capable of performing a dozen, or more, different gardening operations. One tool, for example, may be used as a fertilizer distributor, hill and drill seeder. All sorts of "combinations" are manufactured.

Every tool is propelled upon a single or double wheel, and may be readily operated.

After the soil is prepared, a woman can care for a garden of ordinary size more easily than she can prepare the extra dishes to replace garden products. Half an hour spent in the garden daily keeps her table supplied with vegetables in their season and a surplus for winter use; while it keeps her in glowing health, besides.

No dropping corn and beans until the back aches, when an improved drill is handy! No picking potatoe-bugs when a good sprayer is available!

Saves Time and Labor

Not only do these improved tools work with great rapidity, often converting a couple of days' work by the old process into a few hours' task by the new garden tools; but the work also is done better than by hand. It means better gardens and better crops. And ranging from $2.50 (list price) up, improved garden tools are so economical as to be within the reach of every possible user.

Manufacturers have advertised these tools to a certain extent. The hardware dealer should take advantage of this advertising.

Comparatively few home gardeners use these tools although a great many thousands of them have been sold in the last fifteen years. Here is a splendid field! There is a market for them among a great many thousands of professional men, merchants and mechanics.

Up to the Retailer

It is simply "up" to the retailer, whether or not he shall make a substantial profit out of this constantly-growing, important industry.

All retail dealers will find it profitable to stock a line of this kind, pay careful attention to their exhibition tools, and even put one or more men on the road to demonstrate their uses in actual work .

There is not one day throughout the planting and growing season for gardens, when a man could not make fine commissions by visiting gardeners who may or may not have garden tools of this kind in use, and by making suggestions for the betterment of the gardener's work, also for the clearer understanding of each operation as to the manner of working tools. The real point in operation is that wheel hoes are shoved ahead a step at a time and that when the tools have been set, it is only necessary to keep your eye on the wheels. Another point which should not be lost sight of is that not only men but women and children can work these tools to the same advantage and without tiring.

A Desirable Stock

Because of their light weight, simplicity and adaptability to so many uses for the home gardener as well as the market gardener, truck and general farmer, poultrymen, etc., and because they do not require a large amount of space in which to exhibit them, they certainly are a desirable line. In one line, for instance, the weight of tools when packed for shipment, runs from 15 to 57 pounds, and the heavier of these tools are not used extensively throughout the season but are the seed drills, which, of course, are laid aside as soon as the planting has been finished, and they are then used as double or single wheel hoes.

This manufacturer puts out an exhibition tool which in itself is a strong advertising asset for every retail dealer who has one set up in his store. It is practically ready to show when it leaves the factory—all that is necessary to make it ready, is to open the box, attach the handles and fill the small pocket with necessary advertising matter. It serves two purposes at least; it is a silent salesman for that particular line of goods, and it is also an object of a great deal of interest to all customers of the retail hardware man who is fortunate enough to have one in his place;—it amuses waiting customers, to some purpose. It does not require much attention on the part of the clerks in the store, as a sufficient number of tags attached to the various parts explain the use of the machine fully.

Any hardware dealer will be well repaid for educating the consumer to the value of gardening tools, both as a customer's business asset and a means of health, pleasure and consequent profit to every person who wants a garden.

OPPORTUNITIES FOR HARDWAREMEN

There are reported to be openings for retail hardware stores in the west at Atwater, Edenwold, Gerald, Grandora, Griffin and Punnichy, Sask.

Opportunities for wholesale hardware houses are said to exist at Prince Rupert, B.C., and Camrose, Alta. The secretaries of the boards of trade at these places solicit correspondence.

The assets of T. N. Normand, hardware dealer, Shawinigan Falls, Que., have been sold.

Canadian Hardware Dealers Worth Knowing

Charles W. Conn, Tillsonburg, the second vice-president of the Ontario Retail Hardware and Stove Dealers' Association, is a hardwareman from the ground up. He comes from hardware stock, being born and bred in hardware surroundings. His father was a hardware dealer in Tillsonburg, and by reason of this Chas. W. Conn spent his boyhood and youth around a hardware store.

In 1894 he essayed the role of hardware dealer himself, in company with his uncle, H. J. Conn, starting in



C. W. Conn.

the business in St. Catharines, Ont., and remaining there six years.

Mr. Conn purchased his present business in Tillsonburg in 1900, starting in the stove and tinware business only, however, with stock valued at about $1,500. From time to time other departments were added and the stock increased until to-day he has a business carrying a stock worth over $10,000 and has departments embracing stoves, tinware, hardware, plumbing, furnaces and furniture.

In the stove department and in jobbing work Mr. Conn believes he has achieved his greatest success, and he attributes this to the fact that he has given these ends of his business his particular attention. In regard to the former Mr. Conn says "My success in the stove business has been principally due to the fact that I have always sold the one line of stoves and one in which I have every confidence; also I have always made it a point to understand thoroughly the proper working of the stoves I sell, and have as well made it a point to see that every stove sold has been properly set up and the customer instructed properly how to use same to get the best results. I have always made it a point to find out from my customer just what uses they want to make of the stove, and then recommend the kind and size of stove which I feel sure would be the one for their purpose, and I think anyone in the stove business who conducts his business in this way cannot help but meet with success."

In connection with his business Mr. Conn regards his workshop as an important department. During the winter months there are slack times during which the men are usually kept busy making a variety of articles for stock. Particularly is this so in the making of dairy utensils, for which Mr. Conn has a large trade; in fact some of his customers will have no other than hand made articles. In the making of these goods Mr. Conn says "We use only the best material, therefore the article always gives the best of satisfaction. We also carry the factory-made tinware, but always try to push the sale of our own make, which will give much better satisfaction, although it costs a little more."

Mr. Conn was one of the first to join the Ontario Retail Hardware Stove Dealers' Association back in 1906, and has won his way up from the ranks by faithful work at annual conventions and on the Executive Committee. He was the retailer from Missouri who had to be shown in the demonstration of salesmanship at the London convention, his adversary being Ed. Westwood of the Moffat Stove Company.

Mr. Conn was one of the hardware excursion party which visited Montreal four years ago and also attended the National Retail Hardware Association convention at Detroit last year. He was also one of the committee which drafted the "Stove lien note agreement." one of the most practical helps given to members of the Ontario Retail Hardware and Stove Dealers' Association.

PRICE MAINTENANCE

A book that should interest every hardware dealer was issued a few months ago by the Commerce Publishing Co., 505 Arch street, Phildelphia. Its title is "Price Maintenance," and the author is Thomas A Fernley, a son of T. James Fernley, the secretary of the National Hardware Association of the United States. Mr. Fernley was to the hardware trade born, and was for nine years general manager of his father's wholesale hardware business.

"Price Maintenance" is even more comprehensive than its title indicates. Price maintenance is really only one part of the book. There are five parts in all, and they are given in the following order: Part I, Price Maintenance; Part II., Cost of Doing Business; Part III., Right Way to Figure Profits; Part IV., Profit Sharing System as a Plan of Remunerating Salesmen; Part V., The Middleman as an Economical Medium of Distribution.

The book is 311 pages, 5¾ by 8¾ inches, and sells for $2. A small investment for the attainment of large possible results.

"A SMILE."

NOTHING on earth can smile but man. Gems may flash reflected light, but what is a diamond-flash compared to an eye-flash and a mirth-flash? Flowers cannot smile; this is a charm that even they can not claim. It is the prerogative of man; it is the color which love wears, and cheerfulness and joy—these three. It is a light in the windows of the face, by which the heart signifies it is at home and waiting. A face that cannot smile is like a bud that cannot blossom, and dries up on the stalk. Laughter is day, and sobriety is night, and a smile is the twilight that hovers gently between both—more bewitching than either. *Henry Ward Beecher.*

Stoves and Housefurnishings

A SUCCESSFUL SPRING STOVE SALE.

By B. C. Davis, Richland Center

Just after Christmas we decided to have a spring range exhibit. During January, February and March we close evenings at 6 o'clock, and during some of these long evenings we mapped out our campaign.

We have handled our line of ranges just one year, and during that year we sold forty-one. We wrote each of these forty-one users and asked for a testimonial, if they could give us one, notifying them if they had any complaint to make we would gladly do all in our power to satisfactorily adjust the same.

We received fifteen replies and one complaint, finding that the lady who had the complaint to register had told all the neighbors, and some of our competitors, but never said a word to us.

Will stop a monent right here and tell how we adjusted this complaint. We did not write the manufacturers and have them go to a lot of expense, but went ourselves to the lady's house and convinced her that the stove was all right. We did the very things with the stove that she claimed she could not do, and as soon as this was accomplished we invited her to the store to pick out a new range. She had lost all confidence in the one she had, and it would never have suited her. The range taken out was sent to the house of a member of the firm and is in use every day.

There were two reasons why the range was sent there instead of the store: First, using the range showed there was nothing the matter with it; second, the range, still for sale, will sell better where it is than at the store.

With these fifteen testimonials (and they were fine ones) to work on, we got out a 16-page pamphlet, exclusive of the covers. In this we gave the fifteen testimonials and also the names of the forty-one people who were using our range. On the back cover we placed a general advertisement, but confined it to goods on which we have exclusive agency. In the pamphlet we showed cuts of the range, and pointed out special features. In explaining these cuts we referred to the testimonials. Any letter that mentioned any special feature, such as fuel saving, quick reservoir heating, etc., we used to emphasize the point we wanted to make. We had 1,000 of these pamphlets printed.

Next we got out a two-page letter on a mimeograph, the expense being very small. This letter was an invitation to attend this big special sale and demonstration, incidentally pointing out the good features of our ranges, and announcing the giving free with each range sold during the week an $8.00 set of aluminum ware. Special attention was called to the serving free each day of three-minute biscuits and coffee.

The next move was to get the newspaper advertising ready. First we wrote the stove manufacturer for copies of advertisements other customers had used with success and on receiving same decided on a whole page advertisement. On a piece of white cardboard just the size of the newspaper we laid off the advertisement. If the printer sees you understand what you want you will get a much better job. This advertisement we ran in the local weekly papers. By using same advertisement in each paper we got a reduction of $2.00 from each on account of saving in typesetting.

We had 1,000 of these advertisements run off and the week before the sale sent a man each afternoon to the hitch yards and livery barns to put them in the rigs of the farmers, also tacking them on telephone poles and other places around town.

The week before the sale we mailed 700 letters containing one of the mimeograph letters and a pamphlet, using 2-cent stamps, as we do not believe 1-cent circulars pay.

When we first planned this sale we expected to confine it to ranges, but latter decided to include Luther Grinders, also silos, patent roofing, lightning rods and hay carriers. We wrote the silo manufacturer for a man to help us and explain his line, also the grinder people. The last two days of the week we advertised tools sharpened free.

Thursday was the big day and we sure had a crowd. It being impossible to get them all in the store we took the famous Golden Layer Cake out on the sidewalk to be walked on. When all was in readiness we called the reporters and photographer. Here is one notice we got free in a local paper:—

"Lawrence & Co.'s store was the center of attraction to the ladies several days last week and more particularly on Thursday afternoon. On that afternoon Mr. Van Ausdal, who was in charge of the range demonstration, gave a practical illustration of what that range would do, as well as made the afternoon pleasingly attractive by serving some of the far-famed Laurel cake to all who had appetites therefor. The cake sure was a wonder, as after having been crushed under the weight of about a dozen of the stoutest ladies in the crowd, it rose to its previous dignity and loveliness and seemed to be none the worse for its rough usage. Messrs. Lawrence & Co. report a most successful week's business, having placed new ranges in thirty-seven homes."

To enable us to get some extra advertising we had a lot of post card pictures made and advertised to give one free to every one who was there, and had their pictures taken.

The illustration shows the cake under the boards. As soon as the picture was taken the boards were placed on the cake in the form of a cross and all the ladies who could get on the boards did so.

The result of the sale was as follows: Sold one silo; clerks posted on silo talk; a long list of very good prospects was obtained.

Sold several tool grinders and the prospect list on this line comprised several hundred people, as we talked with no one but those who had some use for one.

The roofing sales netted a nice amount, and we received orders for thirty-seven Laurel ranges.

Expenses amounted to about $125, besides our time getting advertising ready, etc. The actual profits more than paid the expenses, thus all the advertising we received was free.

MONEY IN SUMMER STORAGE OF STOVES

By J. A. C.

The man who is not afraid of work with his hands or his head should have his storeroom ready at this time if he is going to store stoves for his customers during the summer. He should have already sent out cards to housekeepers, apprising them that he is ready to come to take down their heating stoves and pipe and take them to his storehouse for the summer, where he can repair them and keep them ready for use next fall, when they will be blackened and set up, piped to the chimney and the fire built if desired.

An addressed return postal card is good for this purpose. Then if the offer is to be utilized an order can

DO YOU WANT YOUR STOVES STORED THIS SUMMER?

NO TROUBLE TO YOU. CHARGE IS NOMINAL.

WE take them down, store them in a dry place.
Repair them, ready for use in the Fall.
Have them ready to put up at a moment's notice.

Roofs painted.
Ranges cleaned.
Plumbing renewed.
All kinds of JOB WORK DONE AND PROMPTLY.

Use the addressed postal card attached to tell us what you want and when. It will receive our best attention.

Service and Satisfaction.

1 QUALITY STREET.

Suggested postal for soliciting stove storing business.

be written on the card and when mailed it will come to the right place for attention. What if it is not used! It is good advertising and may be used to order the roof painted, the bath room faucets to be repacked, or something else that will bring a profit, and at least it will keep you before a possible customer.

If you intend to do this storage business you must have tags for the stove, coal hod, stove pipe and other loose parts, with the name and address of the customer plainly wrtiten, and they must be securely attached, so that they will not come off or be lost. You must have careful, capable men to take the stoves down, without making any dirt and bring it safely to the storeroom, thus leaving a pleasant impression on the customer.

The stoves must be so arranged in the storeroom that any stove may be taken out conveniently and with the least labor. Nickel plated parts should be wrapped in clean paper to keep out the air and avoid rust. Before the stove is put away a list should be taken of the new parts required, and if any of the nickel plated parts need renickeling they should be laid aside. Then when the customer is informed of what is necessary and the order is given, the part should be secured so that the stove may be repaired during the summer and the parts replated. They should be ready when needed.

This kind of business should be done with some care, that no annoying mistakes or delays can occur. It is sure to bring in orders for other work, and if the experience of a customer is pleasing one summer it goes a long way toward insuring future patronage. When stoves are discarded and some kind of a heating system for the whole house is desired, the man who has given satisfaction will surely be asked to give his price for the new work. If a bath room is to be added to the house or a new roof or gutter put on he will have the inside track.

Now is the time to get busy. Some men have a lively rush with storing stoves, taking down heater smoke pipes, wrapping them up and storing them away. Some work with the head and the hands will make it pay.

SOME DON'TS FOR STOVE DEALERS.

Don't speak ill of a competitor.

Don't advertise in a perfunctory manner.

Don't fail to be explicit in ordering repairs.

Don't forget that stove polish is a good salesman.

Don't bite on everything new that comes along.

Don't try to carry orders for repairs in your head.

Don't attempt to carry too many lines; select a good one and stick to it.

Don't sell stoves that are difficult to repair; stove repairs, like chickens and curses, come home to roost.

Don't guarantee a small stove to do the work of a large one.

Don't expect a stove to work as well before it is paid for as after; it seldom does.

Don't guarantee a range to bake well if connected with a short chimney; it may not.

Don't use a smoke-pipe that is too small; better too large.

Don't trust a customer or other inexperienced person to put up a new stove; if possible avoid it.

Don't undertake to get stoves delivered without sufficient help; if broken in handling you will have the expense of repairing and probably a dissatisfied customer.

Don't urge a woman to buy a stove she does not like the looks of; if she takes it it will never be perfectly satisfactory.

Don't try to convince a prospective purchaser that he or she is prejudiced for or against any particular kind of stove.

Don't forget that, as the seasons change, the wants of the public change; and arrange samples and windows accordingly.

Don't snub the traveling man; you may want a favor at his hands some day.

NEW GAS RANGE LIGHTING DEVICE

A new gas stove lighting device is being shown in Toronto and throughout Canada at present. It is called the Spit-Fire Gas Lighter, because when the push button is pressed it spits out fire to the gas burners on top of the range, lighting them instantly. It is furnished on all the gas ranges made by the A.B. Stove Co., of Canada, Limited, Montreal. It is a convenient



White streaks are jets of flame reaching out to burners.

device, as it is always ready, and the gas it consumes being less than a foot a week. It is also economical, as it lights the gas after the kettle or other cooking utensil is in place, no matches being needed whatsoever. It is reliable in that it always lights, and there is nothing to get out of order. It can be used only on top of ranges, however. For lighting the oven heater it is still necessary to use a match.

FURNACES

PATTERN FOR FURNACE BOOT.

This is one of the most important fitting used in connection with furnace work, and one which every tinsmith should know how to make, says a writer in McClary's Wireless. We will here give the correct method of making this article.

We will say a 6 x 13 boot is needed to fit a 10-inch

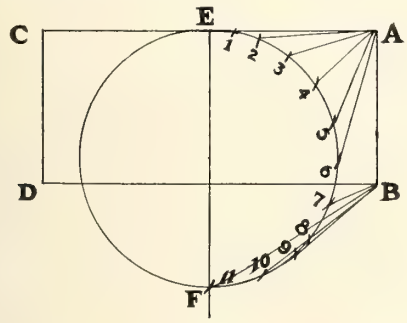


Figure 1

pipe. First, draw lines, A, B, C, and D, which is the size of the opening in the register box it is to fit. Then draw line E-F to centre, as shown on cut. Then with compass, set on this line, and at E strike a 10-inch circle. Divide one half of this circle into eleven equal spaces; then draw a horizontal line, G-H, and erect vertical lines I-G and J-K. Then measure off on these lines the length you intend to make the body of the boot, usually six inches, which will allow plenty of room to connect an elbow under a 10-inch joist. Then with dividers set at C and point 1, transfers it to line G-H, using G as starting point. Do the same with the other points until point 6 is reached, and with dividers set at B and point 6, transfer it to line G-H, using K as starting point. Care must be taken to mark the number of each line as it is transferred, as it will be seen

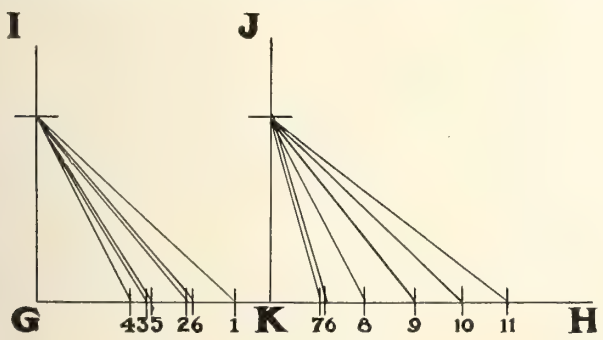


Figure 2.

that they do not follow in rotation, and would cause mistakes if not properly numbered.

To Develop the Pattern.

Erect line L-M, cut No. 3; then at right angles draw line L-N equal to A-E, cut No. 1. Then with dividers set at J and point 11,, cut No. 2, strike arc No. 11 on Line L-M, using N as centre, and so on until point 6 is reached. Then with dividers set same as equal spaces in circle, step off spaces 11 to 6, as shown on cut. Then with dividers set at 1 and point 6, strike arc 0, using point 6 as centre. Then with dividers set equal to A-B, cut No. 1, using N as centre, strike arc to intersect 0, as shown on cut. Then, using 0 as centre, transfer lines 5 to 1. Then with dividers set same as before step off 5 to 1. Now set dividers same as L-M and strike arc P, using 0 as centre. Draw line from point I to P equal to G-I. Then take square and place it with the heel at 0 and tongue at P draw lines Q-R and R-O. Draw lines S-T and T-U in the same way. This forms the extension piece for boot. Now with free hand draw line through points 1 to 11, and the pattern is complete with the exception of the collar, which is made in the ordinary way.

PASTE FOR FURNACE PIPE COVERING.

A writer in a recent issue of Metal Worker tells of how he makes a paste for fastening asbestos paper to furnace piping. The paste costs little to make and will prevent all possibility of mice bothering the paper to get the paste. The paste also sticks well and works nicely. Here is how he makes it:

"To mix the paste we put one pint of flour in a dry can and run in the water slowly, stirring the flour all the time until the water and flour reach a consistency of cream. We then take a large heaping tablespoon of concentrated lye and dissolve it in about one quart of water and pour this into the previously mixed paste, stirring it all the while and keeping the paste can

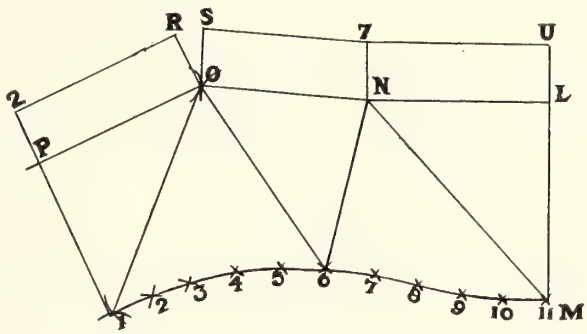


Figure 3.

near the source of water supply so that it will not burn as the lye cooks it. The lye cooks the paste very rapidly. As soon as the lye water is poured into the paste the mixture immediately commences to thicken up and enough extra water must be poured in from time to time as the stirring goes on to keep it from getting too thick.

"The great secret in making a smooth paste absolutely free from lumps is the constant stirring. This prevents the formation of any lumps in the paste. Should there not be water convenient to keep the paste thin and from overheating it will burn to a thick consistency in the nature of a pudding, after which it is spoiled.

"In our experience one pint of flour makes about three gallons of good paste, and this paste will keep pure and sweet about a week. In warm weather after a week it will start to sour and ferment. This paste is not expensive and three gallons will fasten a good many square feet of asbestos paper."

The lieutenant rushed to the bridge and saluted. "Captain," he shouted—for the roar of battle was deafening—"I regret to report that the enemy has got our range."

"Confound the luck!" groaned the captain. "Now, how can the cook get dinner?"

Cutting the Guess-Work Out of Retailing

By A. M. Burroughs

The owner of a little drug store in San Francisco decided that there must be reason for his store remaining small while other stores were getting big.

He set himself the task of finding the reason; of finding why it wasn't paying him; of finding what he needed to know to make it pay him the big profits he knew it ought to pay him.

He found the reason: Now instead of owning one little drug store he owns seventeen drug stores.

Now he owns a fine automobile and a fine home. His check is good for anything he wants—he is making all kinds of money.

The United Cigar Stores Company, with its hundreds of stores and millions of capital, started from an "analysis" of one litte cigar store in Syracuse, New York.

If the owner of that little cigar store hadn't looked for and eliminated the weak places, he and his brothers would never have built up the wonderful chain of stores which he now directs.

He asked himself what he needed to know about the business to eliminate blunders; to make every move count for bigger profits.

By making his records show him what cigars had sold, he was soon able to buy cigars that sold better.

By making his records show him what cigars had not sold, he cut out the bad buying—the stocking up of cigars that he could not sell.

He found out how many smokers passed his store every day. Then he moved his store to a corner where ten times as many smokers passed it every day.

He made his records show which of his clerks sold the most cigars at the best profits. Then he studied the methods of the best clerk and got more like him and less of the other kind.

He studied the attitude of his clerks towards the smokers who came back, and towards those who didn't come back. Then he changed the attitude of the clerks so that nearly all smokers came back.

He counted the seconds necessary to serve each smoker at the rush hour. Then he cut off half the seconds with little tricks of shortening steps. He arranged his display cases and his boxes so each clerk could reach every box from where he stood.

He counted the steps each smoker had to take inside the store. Then he arranged his display cases to cut out every unnecessary step.

He made it possible for each smoker to get a cigar while waiting for a car, hurrying to work, or to keep a business engagement.

The best cigars, the best clerks, the best store, all managed in the best way, laid the foundation for a chain of a thousand stores—for a corporation of many millions of dollars.

And the man who analyzed himself and his opportunities in that little Syracuse store, now directs that chain of a thousand stores.

A hardwareman in one of the suburbs of Boston was having a pretty hard fight with competition. The big Boston stores and two or three other live stores in his own town were getting the lion's share of the business.

For eleven years he floated along, "wondering" how he could make more money.

At last things began to get so warm that he began to wake up and do more than just "wonder."

He decided he had to find out why those big Boston stores were coming out into his territory and taking away his business, while he was rapidly sliding down hill into the waiting arms of the sheriff.

These investigations were a revelation to him. He found that he was not the only retailer in danger of bankruptcy. He found that 95 per cent. of all retailers were just barely existing and being gradually forced out of business, while a bare 5 per cent. were really succeeding.

Then he began to study the methods of the 5 per cent. who were succeeding. He found that those stores didn't use the hit and miss guesswork methods used by unsuccessful retailers.

They were running their business from positive knowledge.

"Then and there," he says, "I decided that I would govern my business from positive knowledge rather than from accepted customs.

"I first asked myself what I wanted to know and decided as follows:

"Which lines show a profit and how much?

"What does it cost to obtain that profit?

"Are my clerks earning more or less than I am paying them?

"Are there any leaks, and if so, where?

"My bookkeeping system, which I thought was the real thing, didn't answer these questions, so I resolved to have one that would."

He got a system which gave him, is now giving him, the information he needed.

Then he found out how his business really stood. He learned what he needed to know to make himself a big manager.

He was able to bolster up the weak places, cut out the lines which were showing a loss, increase the lines which produced a profit, drop the clerks which were no good—to do the things which paid.

From "A Better Day's Profits." Copyrighted by the Burroughs Adding Machine Company.

HARDWARE PAPERS CONSOLIDATE

"The Hardware Reporter," St. Louis, after a meteoric career in hardware trade journalism in the United States, lasting two and a half years, has been consolidated with "Iron Age—Hardware," and the two papers, beginning May 15, will be known as the "Hardware Age."

Saunders Norvell, widely known as "Mike Kinney," resigned the presidency of the Norvell-Shapleigh Hardware Co., St. Louis, to become editor of the "Hardware Reporter" in November, 1911, but a few months ago he sold the controlling interest in his paper to the owners of "Iron-Age Hardware," and the consolidation of the two papers now follows. The late J. P. Morgan, it is understood, controlled the syndicate which owns the Federal Printing Company, the Root Newspaper Association, the David Williams Company, and a group of kindred enterprises, including the "Iron Age," the new "Hardware Age," "Metal Worker," and probably 20 or 30 other publications.

The consolidation of the two hardware papers makes the "Hardware Age" the strongest hardware publication in the world, but it incidentally strengthens such papers as the "Hardware Dealers' Magazine," the "Hardware Bulletin," the "American Artisan," and the "Hardware Review."

Paint and Varnish Trades

Selling Ready-Mixed Paints

Ready-mixed paints are distinctively a department of any and all hardware stores, and the selling of them is essentially a hardwareman's proposition.

Over 75 per cent. of all mixed paints are sold through the hardware trade of the country, and the up-to-date hardware dealer is an enthusiastic pusher for the paint business. The dealer must be up-to-date, however, in all senses of the term, for paint, like many other articles, will not sell itself. Salesmanship is required, and salesmanship must be backed up with display and advertising. Let the people know that you are selling paint, and let them know that you are selling the best kind of paint—and sales begin to be made.

There are so many competitive lines of paint, especially for exterior work, that paint has become an agency line. There are, however, a great many lines of polishes, etc., used in interior work, whose sales may not bulk largely, but on which there is a good profit, that it would be well for the hardwareman to consider these specialties as an adjunct for his paint department. As with the staple paints; however, it would be wise to confine the stocks to one line and even to one brand.

Study Local Paint Situation.

Let the hardware dealer who is going into the paint business as a new line, or who intends pushing for trade in this department more than ever he has done in the past, consider the paint situation in his own locality. Unless he lives in a large city or town he will find that there are some large manufacturers of paints who are not represented in his district. Let him consider the best of these, and accept the agency for a high-class ready-mixed paint.

Manufacturers are Helping.

All the big paint makers to-day are helping the dealer both with interior and window displays and also with advertising. The hardwareman having made his choice should allow the manufacturer to co-operate with him in making known the fact that he is selling a high-grade line of paints, but he should also be willing to go some little further himself.

One good plan to do this is to get into personal touch with the building contractors and property owners of his town. The former know the buildings that are going up and the latter, if they have been reading the papers at all, know that the best preservatives of their buildings are paints. Then there are the factories, stores and business houses—every one of which should be painted at least every five years, and many of them every three years. Two of the largest hotels in Toronto have been painted exteriorly with ready mixed paints for several successive seasons now.

Don't be Afraid to get a Profit.

So let the hardwareman select a good line to represent; let him be satisfied that the line is all right and that it would do the work it is intended to do; this studying alone will enable the dealer to get a good grasp of the paint situation, which will greatly help the selling end; and let him not be afraid to get a profit in selling a good grade of paint. The confidence you have in your own paint will be communicated to the customer. While he wants to get his paint as cheaply as possible the buyer does not want cheap paint. The one thing that will convince him of the high quality of your paint is the price—so don't be afraid of asking a price that will return a profit to you.

Seasonable the Year Round.

Once upon a time the spring was the seasonable time of year for paints, and after that there was very little doing. Then the fall was put forward as a good time to paint. But now, if properly handled, paint can be made to figure largely in sales most of the year. While spring and fall remain the big paint seasons, there is hardly a week in which there is not a room or two to be painted or a kitchen or other room floor to be gone over. In fact nearly every family in every community requires some little paint every year. So, if the paint is properly displayed it will be found a double attraction for sales and for the showing of other goods.

Buying Paints.

In buying stock it may be assumed the dealer has looked up his district and knows the wants of his community. He will thus be able to gauge the quantity of staple paints required.

In specialties, in which there may be good profits, more care may be found necessary; and in many cases it may be well to order sparingly, but there is money to be made in the paint business generally by the dealer being able to suggest the uses of paint and the superior qualities of his particular paint over those of other kinds.

PAINT NOTES.

W. R. Talbot has opened a painters' supply store at Regina.

The Dougall Varnish Co., Ltd., is increasing its capital from $200,000 to $250,000.

Prince Rupert, B.C., wants a paint factory, according to the secretary of the board of trade there.

The Canadian Oil Companies, Ltd., have increased their capital from two million to $2,600,000.

Construction on the Diamond Flint Glass Co.'s plant at Redcliffe, Alta., is expected to commence shortly.

Milton Bugey, of late Western Ontario traveling salesman for Lowe Bros., has joined the Toronto staff of A. McKim, Ltd., advertising agents.

The Sherwin-Williams Paint Company, Ltd., is preparing to erect large warehouses in Calgary in the near future. Plans for the buildings are being drawn although a site has not been secured as yet. When the warehouses are completed Calgary will become the distributing point for the products of the company throughout Alberta and Western Canada.

HOW TO ADVERTISE PAINTS.

By O. C. Harn

For the subject of dealers who may be skeptical on the whole subject of advertising I ask first: Why should he advertise at all?

To answer this question with another, why should you have a ground-floor store. Why not be a "third floor back?"

Why pay high rent for the store where you are when you could have the same floor space so much cheaper on a less prominent street?

I'll let the old darkey answer:

It was coming on Christmas time and the old negro prayed: "Oh, Lord, send dis po' ole niggah a turkey."

But no turkey came. The next day he prayed again: "Oh, Lord, please send dis po' ole niggah a turkey."

But no turkey came. Finally after repeated unanswered prayers of the kind, the old darkey in desperation, or new-found wisdom, changed his prayer and said:

"Oh, Lord, send dis po' ole niggah to a turkey!"

And, that night being dark, the po' ole niggah's prayer was answered.

So it is with the dealer. You should not be satisfied with the custom which comes by accident to your store. A certain number of people will pass it wherever it is located. You must take your store to the remainder.

You do this when you move from the obscure street to the prominent street where more people pass. But still you don't take it to as many as you might. Take it to those whose ordinary business does not call them past your store. How? By advertising!

What method shall we adopt? for there are many. It depends on conditions and your purpose. It is like the man in the barber's chair. Over his prostrate, helpless form the solicitous barber leaned and asked:

"How does it go?"

"What is the operation?" the victim replied. "If you are skinning me it goes fairly easy, but if you are shaving me it goes damned hard."

Your manner and method of advertising depends first on whether you are trying to reach the house-owner or the painter, each of whom has a different object in buying paint. Further than that, in the house-owner's family you may appeal either to the man or to the woman.

To the man, durability, the detail of superior spread of the paint which leads to economy, will appeal. The woman on the other hand, will be more easily attracted by considerations of appearance and the superficial side of economy, such as cheapness of first cost.

You will reach the painter best by showing him what he can do the best work with. He is a manufacturer. He buys raw materials, white lead, linseed oil, colors, etc., puts labor upon them and turns out a painted building. He does not care for the paint materials for themselves. They are a means to an end. His interest is in a sense similar to yours as a dealer. The selling points are mort important than the using points.

The selling points and using points frequently coincide but not always. Let me illustrate: Suppose that I take you to any factory and show you how white lead is made. We start in at the very beginning with the testing of the pig lead to see if it is the required purity (copper, silver and even gold are impurities and must be thrown out). You see the lead cast into buckles or discs and stowed away in the stacks where they are corroded by acids into a white powder. This process requires from three to four months. You will see this corroded lead coming out from a stack and will follow it to rolls and screens and then to burr mills, where it is ground fine under water screened through the finest silk bolting cloth, dried, then mixed with linseed oil into the paste which you sell over your counter.

Now, you have seen the process and are satisfied that it is all pure lead, excellently well made and if you wanted to use some on your own house I might put some in a nail keg or tin pail and you would take it as willingly as if it were packed in our usual steel kegs.

But how about it if you wanted to sell that white lead again? Different story, isn't it? You don't want to stop and explain to a painter or a house-owner that, while the lead is in a nail keg or water-pail, it is absolutely pure because you saw it made. You want the advantage of a regular package with the brand on the head and the manufacturer's trade mark on the side; because you know these things will make the customer accept the lead without any argument or waste of time.

Here is a case where, for you as a dealer, there is a selling point outside of and apart from the using point or intrinsic value.

Keep it in mind when you are advertising. The fact that an article is well advertised by the manufacturer is frequently a good reason for you to stock it and advertise it yourself. The work of selling it is already more than half done.

What shall be the mediums of our advertising story—through which we shall take our store to the people?

First, newspapers, by all means.

Second, various kinds of advertising by mail.

The newsboy and the Government can be of great assistance to you in taking your store to the people.

There are undoubtedly some merchants who, on account of the limited neighborhood character of their business, cannot use their city newspaper. I do not envy them. They are badly handicapped and will never grow large.

Just a few words on your direct-by-mail advertising. Make your printed matter good, in what you say, how you say it and how you dress it. There is waste in this kind of advertising as well as in newspaper advertising. The waste-paper basket is always hungry, and few people start it. Only the good stuff escapes it.

SIMPLE TEST FOR LINSEED OIL.

There are three things used to adulterate linseed oil: kerosene oil, fish oil and rosin oil, says the dairy commissioner of South Dakota. A simple test for purity of linseed oil suggested in the course of a recent demonstration made by him is as follows: Take a small alcohol lamp and a test tube. Pour one or two drops of the oil into the test tube and add about one inch of alcoholic caustic potash. Then hold the test tube over the flame for about two minutes. Saponification takes place after distilled water is added, and then if the oil is pure, it will be clear; if adulterated with kerosene oil, it will take on a milky appearance. A hardware merchant present at the demonstration said that if a bottle of linseed oil held up to the sunlight had a purplish cast, it is adulterated. At night a bottle can be held to an electric light, and if adulterated, it will appear a dark green.

All kinds of preservatives have been thought of to keep things, but none seems just the thing for the man who won't keep his promise.

Decisions on Business Law

This department is conducted by Walter B. Laidlaw, Barrister, etc., who will answer legal questions appertaining to business matters submitted to him through this journal.

Sale of Goods.—Stock bought at rate on dollar—Lost invoices—Private cost marks.

The defendants agreed to purchase the stock in trade of the plaintiff at a rate on the dollar invoice price. On the stock taking the plaintiff was unable to produce all the invoices, and the defendants, after considerable negotiations, refused to complete the purchase on account of the failure of the plaintiff to produce all the invoices. It was held by the Supreme Court of Canada, on an appeal from the British Columbia Court of Appeal, that the representative of the defendant, having been engaged in the plaintiff's store for a month preceding the stock taking, and having had disclosed to him the private cost mark of the plaintiff, and every opportunity being given to verify this private mark and no objection having been taken at the time of the actual stock-taking, the plaintiff was entitled to recover damages for the breach of the contract. (Periard v. Bergeron, 47 Can. S.C.R. 289).

Goodwill—Sale of—Covenant not to engage in business—Penalty.

An agreement in writing by which a milk dealer sold his milk route to another, binding himself not to sell any milk to his former customers under a penalty of $25 for each customer to whom he should so sell, and if he subsequently sells to his former customers, the penalty can be immediately sued for, notwithstanding that the customers volutarily left the buyer of the route and personally applied to the seller to supply them with milk. (Fortin v. Perras, 9 D.L.R. 16).

Dismissal of Employee—Grounds for discharge—Misconduct—Incompetency.

Where under a contract in writing, made in the Province of Quebec, the plaintiff was employed "to introduce, sell and dispose of goods" in the Province of Ontario only, for the period of one year and to be continued for another year if the defendants were satisfied, there being no reservation of a right to dismissal at any time. The business not proving as satisfactory as hoped for, for business reasons the defendants decided to close their Ontario office and dismissed the plaintiff, he is entitled to damages for wrongful dismissal, for an employer, unless he expressly reserves the right to dismiss at any time, is considered to have hired the employee to some extent "for better or for worse." There must be more than mere dissatisfaction with the result. There must be incompetence or misconduct. (Carveth v. Railway Asbestos Packing Co., 9 D.L.R. 631).

Sales by Samples—Non-compliance with strict terms of contract—Inspection

The sellers of certain apples under a contract which stipulated that it was "subject to approval of five boxes, when ready for shipment," forwarded one box as a sample of 600 they had in stock. The box was not satisfactory, and the buyers advised the seller to that effect. The sellers, then within the time limited by the contract, forwarded two separate shipments of five boxes each, from different points. The buyers refused even to inspect them, claiming the contract was ended by the rejection of the one box. The sellers resold the goods at a loss of $300. The Ontario Supreme Court (Appellate Division) affirmed the judgment of Deroche County Court Judge, Hastings County, and held that the forwarding of the one box sample did not amount to a variation of the original contract, and the sellers were entitled within the time limited by the contract, to appropriate and tender other goods which are in accordance with the contract, and the seller was entitled as damages to the difference between the contract price and the amount realized on the re-sale. Graham Co., Limited v. Canada Brokerage, Limited, 4 O.W.N. 957.

Insurance Agent—When relationship or principal and agent exists.

In an action on an insurance policy where the defence among others was the breach of a warranty that no railway passed near the insured lumber, while as a matter of fact the Intercolonial Ry. had a line of track laid within the 200 feet limit, the said line being in the course of construction, upon which freight and construction trains only operated, and was not open for "general business." This defence was held to be a satisfactory answer to the claim; and the fact that the agent who placed the insurance at the request of the insured, had knowledge of the railway and its proximity to the lumber, does not affect the rights of the company, the relationship of principal and agent not being established between the agent and the Insurance company. (Guimond v. Fidelity Phenix Ins. Co., 47 Can. S.C.R. 216).

Banks and Banking—Security for advances—Assignment—Priority of claim—Notice.

Where a bank, in order to secure present or future advances to a customer, has taken from him an assignment vesting in it the legal title to all rights arising out of a construction contract, and subsequently the same contract was assigned to another party, notice of which was given to the bank, and for which valuable consideration was given by the second assignee, before the money had been advanced upon the security held by the bank, the claim of the bank for advances made after notice is postponed to that of other incumbrancer. (Fraser v. Imperial Bank, 47 Can. S.C.R. 313).

Coporations and Companies—Examination of officers of—Discovery in aid of execution.

A judgment creditor holding a judgment against a corporation may, in aid of execution, examine any officer of the corporation pursuant to Ontario Rule 902, and a director of the corporation is an officer capable of being examined. (Powell-Rees, Ltd. v. Anglo Canadian Mortgage Corporation, 8 D.L.R. 994).

THIS department is conducted specially for the readers of the Hardware, Stove and Paint Journal, who are urged to submit questions appertaining to business matters. Address communications to the Legal Editor.

The Benefit of Local Trade Organizations in Canada

By William Edward Park

Is it worth the effort for merchants to organize locally. The answer to that question rests with the merchants themselves. Their local organization is what they themselves make it.

Trade organization as it now exists in Canada is only the stepping stone to greater things. Local associations formed here and there, struggling to maintain their existence, are merely the prelude to the inevitable getting together of retailers for self-help and self-improvement. The experience of these local organizations is valuable, not merely as showing the mountains of achievement that can be climbed, but the precipices of disorganization and discord that must be avoided.

Town and city organization in some instances has involved the organization of individual trades. In others it has brought together all classes of retailers. Usually these local associations are affiliated with provincial or national organizations.

The history of a merchants' association in a typical small city of about 12,000 inhabitants is a fair sample of what local organizations can achieve, even when subject to great handicaps. A grocers' association, disrupted on the question of early closing, was the only previous organization of any kind. In Carisford (so I shall call this city) the merchants held toward one another the mental attitude common to merchants in every town where the organization idea is new—an attitude of "Each man for himself and devil take the hindmost."

Following the visit of a central organizer, the local association came into being with an initial membership of about 35, which speedily climbed to over 60, the list of members including, with a few exceptions, all the leading merchants.

Calling a Halt to Graft.

In every town and city Graft ceaselessly haunts Main street, where the retailers do business. The merchant is on Main street tied down to his store practically all day long, he can't get away—and the grafter knows it, and nails him every time. Graft takes different forms. It masquerades as a subscription to some hospital or other charity, a donation to this or that church bazaar, a prize for the school field sports, a couple of tickets to the ball game, or an advertisement in an obscure corner of a school concert programme. It doesn't matter that the merchant isn't a member of the church which solicits aid, that he can't attend the ball game or the sports, that the school concert programme has a circulation of approximately 50 copies—he is there and can't get away, that's the main thing. Part of the penalty he pays for running a store that improves the appearance of Main street and paying proportionately a larger share of city taxes than any other man, is that when the Grafter appears, the merchant must cough up, and cough loud. Otherwise he is openly threatened with loss of business, and the spreading among sports or church people of the tale of his parsimony. The more undeserving the project, the more relentless the grafter. The city takes several hundred dollars from the merchant in taxes. The grafter doubles the annual toll.

The newly formed Carisford Merchants' Association singled out the grafter for its first attack. A rigorous enactment was placed on the minute books that, on and after a certain date, no more subscriptions or donations would be given or tickets purchased by merchants at their places of business during business hours.

The very announcement staggered some of the grafting fraternity. Bolder spirits, doubting the sincerity of the resolution, again swooped down like the Assyrian; but like the Assyrian they were smitten. In isolated instances the rule may have been disregarded, but when they found their confreres meant business, the weaker merchants stiffened their spines. A few merchants had obstinately remained outside the pale of membership; but even the non-members took advantage of the association's stand to swat the grafter and cut off his nefarious imposts.

A field sports' programme issued shortly after is typical of the results. In other days such a programme would have carried advertisements of perhaps forty merchants, representing over $50 expenditure and value nil. This programme, issued while the rule was in force, contained advertisements of just two merchants, non-members, the other advertisers being outside the mercantile field.

Results in other instances were similar. Graft—church, charity, sport, ticket, programme, prize—was wiped out; an illustration of the effect of united, loyal and determined action in a just cause.

Influence of Legislation.

The fight against the Co-operative Societies' Bill a few years ago is fresh in the memory of all retailers. The Carisford Association was on the alert, and, in unison with similar associations throughout the country, took prompt and decided action. Telegrams were dispatched to Ottawa, resolutions sent to local members of Parliament, and individual merchants exerted their personal influence. For the time being the bill was halted.

In this instance a pressing danger spurred merchants to united action. With merchants in the larger share of Canadian towns and cities practically unorganized, results were accomplished. What could be done in the way of effectively presenting the views of Canadian merchants were such organizations widespread and general, can be inferred from what was done in this instance.

On the other hand, the non-enforcement in Carisford of civic by-laws regulating peddlers and transient traders had for years been a subject of protest on the part of individual merchants. The association by dint of organized effort secured the raising of the license fees, the remodeling of the civic by-laws into an enforceable measure, and the bringing of test cases. Another subject of protest had been the auctioning on market spaces of shoddy new goods, in unfair competition with legitimate dealers in small hardware. Through the representations of the association, the fees for these market spaces were increased and the by-law governing such sales made more effective.

United effort in these and other instances proved the most effective means of dealing with civic problems which in many localities harass the legitimate retailer.

The Social Side of It.

The Merchants' Picnic has, for several years past, provided young and old in Carisford with their annual gala day. It is one of the fruits of the Merchants'

Association, first plucked when the Association had been in existence a couple of years. At noon on a midsummer day stores are closed, merchants and clerks march in parade through the main streets, and then all sojourn to a favorite picnic ground where sports are held, races run, refreshments served, and merchants, clerks and customers all thoroughly enjoy themselves.

If the association first boosted the picnic, the picnic in turn lent a helping hand to the association. Merchants turned out who could not be induced to attend association meetings. Competitors rubbed elbows. Jones discovered that Smith was a pretty decent fellow after all. Better feeling was promoted. In fact, the picnic was a sort of annual tonic, filling the association with new life. In it the social side of organization, too often neglected, found expression.

With this association the regular meetings had little in them of a social nature. For the most part pure business gatherings, they were held in a bare room, and the discussions dealt largely with matters of routine. In other localities the social side of organization is emphasized. The Merchants' Association is also the Merchants' Club—the recognized meeting place of retailers, and a spot to which they can bring visiting confreres from outside points. Here they can smoke, chat, play billiards, and, in most instances, have lunch. Here they can find the leading trade journals on file, and recent issues on the reading tables. The Merchants' Club stage of association, common enough in other countries, has in few if any instances been reached in Canada. Nevertheless, it is attainable; and, when attained, proves the very backbone of organization.

Closing Down on the Dead Beat.

The Grafter previously mentioned has a twin brother, the dead beat. The dead beat preys remorselessly on the trusting merchant. In factory towns particularly bills mount up rapidly, and most rapidly when industries are slack. The dead beat gouges one merchant to the limit, and then passes on to the next who welcomes him, trusts him, suspects him, and ultimately shuts down on him, thereby passing him on to some other victim.

A neighboring city had already tried with some success to solve the dead beat problem. The story of what had been done next door came to the Carisford merchants through the medium of a trade journal. After carefully studying the matter, they inaugurated a collection department. Each merchants, irrespective of location, chipped in $10 as an annual fee. A salaried collector was secured, the slow pay accounts were turned over to him, and he set to work.

This collection department was hampered by divided authority. Changes in the personnel of the collector in each instance involved several weeks' interregnum and threw the system into temporary chaos. Difficulty was experienced in getting out the monthly "delinquent lists" on time. Nevertheless, while it lasted the department achieved good results. Many merchants were recouped their whole membership fee and more. Old accounts, thought hopeless, were realized upon. The delinquent lists, even though irreguarly issued, afforded valuable protection. "I won't give you credit till you settle your account at Smith's," was a new proposition to Mr. Dead Beat—furthermore, it was a proposition which he couldn't get around. The department, handicapped by the undue expectations of many members, the failure of others to appreciate that the protection afforded was even more valuable than the collections made, and the difficulty of retaining a collector, nevertheless did things.

Difficulties and Essentials.

Merchandizing in its more technical phases came in for little discussion by the association. The better understanding of one another which resulted from meeting and working together undoubtedly had a beneficial effect upon price cutting. Fake advertising was banned, greatly to the benefit of individual members Some good results, from the retailer's standpoint, were achieved by an united stand against double cartage charges. A central delivery system, designed to lessen the expense to individual merchants of delivering goods to customers, was discussed. But at no meeting did such intimate topics as salesmanship, the preparing of advertising copy, the training of clerks, window decoration, or a host of other technical store topics receive formal attention.

In other organizations, the interchange of ideas and experiences along these lines is a valuable feature; a feature which, like the social phases involved in the Merchants' Club, has a decided effect in holding the membership together.

Despite the fact that its field might have been widened and that two phases of association work, the social and the educational, were barely touched, the Carisford Merchants' Association did things for its members. Yet, out of probably a hundred merchants doing business in the city, there were rarely more than twenty on hand at any meeting. Occasionally the attendance fell to a bare quorum of five or six. The actual organization was held together by an energetic few. The great body of merchants did not turn out, though they paid their membership fees, boosted the annual picnic, and, when a vital issue was raised—as in the case of the ticket and subscription graft—fought loyally shoulder to shoulder.

Local trade organization has its benefits. It has its difficulties. It demands certain essentials to make it a success. One of these essentials is a live wire, to electrify the component members into united and sympathetic action. An energetic secretary, whose heart is in the work and who has the time, inclination and ability to lead, cheer and encourage the individual members to do things for one another, can build a worth-while trade organization in any town where there are two merchants or upwards. A leader of this type provides seventy-five per cent. of the success of any political party. With a trade organization, it's just the same thing.

BEATING OUT THE DEPARTMENT STORES

In the handling of basket grates and fireplace goods generally H. Occomore & Co., Guelph, have struck upon a new and profitable line in which they have found themselves able not only to get local business on the merits of the goods, but also to compete successfully with department stores and builders' supply houses in Toronto. They are handling Enterprise Foundry (Sackville, N.B.) goods in this line, and have been able to land fine profitable orders in Guelph and environs.

Sutherland & Stelck, hardware and implement dealers, Dauphin, Man., have changed their business name to the Sutherland, Stelck Co., Ltd.

The assets of the Herschel Trading Co., dealers in hardware, Herschel, Sask., have been transferred to the Marshall Wells Hardware Co., Ltd., Winnipeg.

New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The James Stewart Mfg. Co., Ltd., Woodstock, Ont., have in their new "Good Cheer" side wall register an article that will be appreciated by architect, contractor, furnaceman and owner in that it is constructed with a concealed box frame, which effectively and conveniently enables the installer to complete portions of his work at the proper time, and finally cover with the face when the work is finished. A foot block on the frame gives the line and bevel for the carpenter to trim his baseboard to, so that the register fits trim and snugly into place when attached, and gives a finished appearance to the work. The two accompanying illustrations give an idea of the register, its fitness and its finish.



Concealed frame of "Good Cheer" wall register, showing construction.



Finished appearance of "Good Cheer" side wall register with face attached.

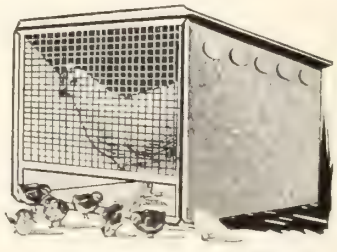
The Niagara Falls Metal Stamping Works, Niagara Falls, N.Y., have placed upon the market, in addition to their line of Niagara harness and rope snaps, an all-steel swivel snap of the exact size of the accompanying illustration. This snap has an open eye, by means of which it can be readily attached to a chain or wherever required, and the eye closed. The snap is neat and attractive, and being all steel it is very strong for its weight. It is suited to a great variety of uses. The company is filling an order for a manufacturer of dog leads. Circulars and samples will be sent to interested parties.

The Automatic Sash Holder Manufacturing Co., New York, have in their "Automatic" sash holder a new method for raising and holding windows instead of by the use of sash weights, cords and pulleys. It is a simple device, placed in the sash, a small roller only showing. This roller revolves freely with the lifting of the window, and ratchet falls into stop to hold the window rigid. The claims for this device are that prices are lowered, and there is a saving in lumber, and also in the labor of fitting. The "Automatic" prevents windows from rattling, can be adjusted to any window and is invisible.

Chas. E. Santo, London, Ont., has in his "Imperial Chicken Coop" a coop that saves the chicks. In the first place, it is made of strong galvanized iron throughout, which protects the young chicks from rats, weasels and the weather, in consequence of which few chicks die, and the breeder makes more money. The "Imperial" is also convenient for use, weighs but 14 pounds and folds flat for storing purposes. It is easy to keep



All-steel swivel snap made by Niagara Falls Metal Stamping Works.



"Imperial" chicken coop made by Chas. E. Santo, London, Ont.



Sample of set of 16 pictures which the Dominion Cartridge Company, Montreal, are publishing.

clean and gives more comfort to the hen and her brood. The coop has two special features—the netting front is reversible, so that on hot nights the front may remain open to the air, yet safe from rodents; the coop opens at the top also, which is convenient for getting at the birds and enables the coop to dry quickly.

The Sherman-Williams Co. are now manufacturing in Canada their "new process arsenate of lead," the chief advantage of which is that it is absolutely safe, that is, it cannot burn the foliage on which it is sprayed, because it is neutral in its combination. This is also the reason it is used by many of the largest fruit growers and agricultural colleges in Canada and the United States.

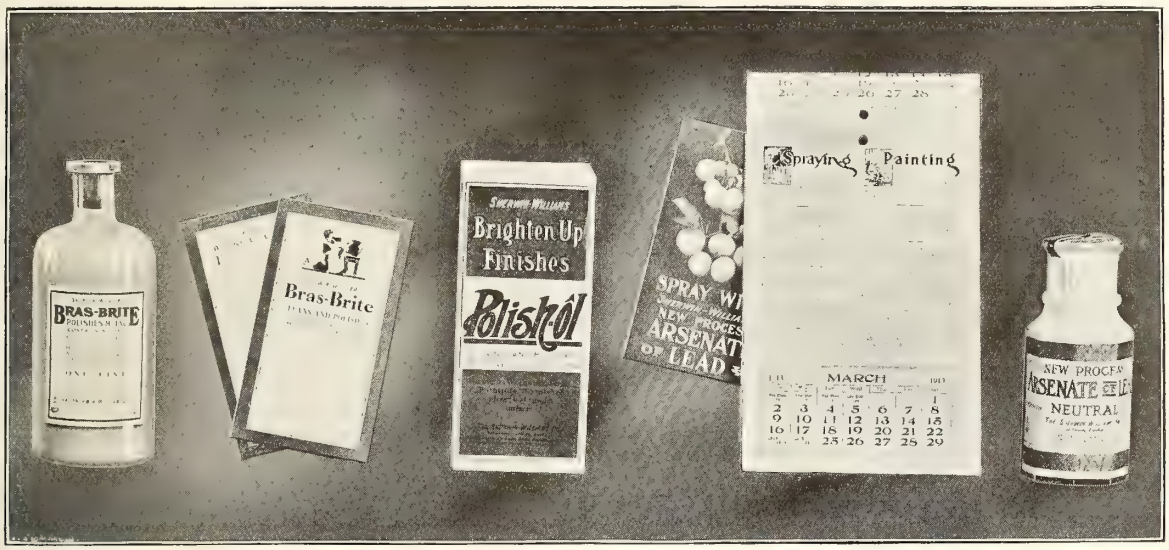
Polish-Oil is another new product of The Sherwin-Williams Co. It has been put on the market after their chemists and experimenters had determined on the most efficient cleaning and polishing liquid they could produce.

Brass-Brite is a third new product of this company. It is a metal shiner. It will not scratch or discolor polished metal, such as brass, copper, nickel and silver. It is put up in liquid form.

The Glidden Varnish Co., Toronto, have recently made an addition to the "Jap-a-Lac" package. Ever since the origin of "Jap-a-Lac" and its introduction to the Canadian and United States markets, it has been the aim of its manufacturers to produce the highest quality goods of its kind possible to obtain, and in view of this fact have for years operated one of the largest, most complete, and best equipped varnish plants in the world. In their efforts to improve the quality of Glidden goods they have employed a corps of skilled chemists who are constantly working toward this end, but of recent years the quality of "Jap-a-Lac has achieved such a high standard that in seeking new improvements, it was necessary to look elsewhere than to the material itself.

Consequently, the Glidden Company has evolved a very attractive improvement on the "Jap-a-Lac" package by the addition of a special copper key which is inserted in the top of their friction top cans. This key serves a double purpose, that of enabling the purchaser to open the can very easily without having to hunt for an implement of any kind, and it also holds in place a small circular booklet which gives briefly some very valuable suggestions as to the proper way in which to apply "Jap-a-Lac."

The Dayton Pump & Mfg. Co., Limited, Dayton, Ohio, have in their Dayton automatic electric water lift and electric house pump an economical, reliable and noiseless small pneumatic water supply system well adapted for supplying soft water for bathroom and laundry purposes, where city or artesian water is hard or otherwise unfit for domestic use. It has been designed with special reference to use in residences having one bathroom and the usual plumbing features, so attention has been paid to make it self-regulating, self-oiling and self-contained. The company are mailing on request a fine five-colored lithographed cut-out display sign, which shows an exact reproduction of this machine.



Some new products of the Sherwin-Williams Co.

It is mounted on a cardboard easel for standing on floor, and with an eyelet for hanging on the wall. It stands thirty-three inches high and is very attractive.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The Remington Arms-Union Metallic Cartridge Co., Windsor, Ont., have recently sent out through the trade a new hanger for wall or window display. It depicts a moose in a forest scene, and the picture being in colors the effect is very striking.

The Dominion Cartridge Co., Limited, Montreal, recently issued a set of sixteen pictures of game birds and animals. These pictures are 14 x 6 inches and are in sets of four, which are exact likeness of the birds and animals they represent, being lithographed in colors which makes them a work of art. The cut shown here does not show the superior qualities of the pictures.

Upon receipt of ten cents the Dominion Cartridge Co., will send to any Canadian address a complete set of these pictures.

A most artistic set of reproduced drawings is being sent out to the trade by **Pratt & Lambert, Inc., varnish makers, Bridgeburg, Ont.** They depict from home scenes, each in different colorings—the lady of the

house, the maid inspecting the mantel, the maid wiping the woodwork, and a little girl blowing soap bubbles—each of them relieved in white emphasize strongly "Vitralite," the long-life white enamel, and "61" floor varnish. The plates and drawings from which these artist's proofs were made cost $1,800. Certainly they are well worth preserving, and for window use should make the display very "classy." The set connects up the spring advertising campaign which the company are conducting in the popular magazines. The drawings are by V. Sandberg, originator of the "fade-away" picture styles.

The Simonds Mfg. Co., Fitchburg, Mass., have in their latest show card an attractive background for a window display. The card, which is 13½ x 21½ inches, depicts the old carpenter, pipe in mouth, preparatory to sawing the last board on a fence and saying, "Again, I tell you it's a great saw." The colors, red and black, make the card contrasty. Besides for window show the card could be used for interior display and for wall use.

The Marble Arms & Mfg. Co., Gladstone, Mich., have within the last month published their 1913 catalogue. It comes in two forms—one for the trade, and the other, No. 16, for the general public. The catalogue deals with Marble's game-getter gun and their sixty other hunting, shooting, fishing and outing specialties. These include the gun, ammunition, sights, pocket screwdriver, rods, cleaners and shell extractors; safety axes and knives, hunting and fishing knives, and a great number of novelties for the camp. It is an interesting booklet, well worth perusal.

E. T. Wright Co., Ltd., Hamilton, have in their new "Kool Kitchen Konveniences" catalogue, which they are sending to the trade, an interesting booklet devoted to their goods specially suitable for warm weather selling. It does not contain all the summer lines, but only those which are regarded as their best selling goods. Gasoline and oil stoves, summer kettles, gas plates, tubing and fittings, ovens, toasters, oilers, carpet beaters, sprays, water coolers, cie tongs, refrigerators, bird cages, kitchen goods, etc., are some of the things enumerated. A new line are the automobile supplies like gasoline funnels, measures and cans; and their new sanitary strainer sink pail.

The Enterprise Foundry Co., Sackville, N.B., in their catalogue No. 3 have published a booklet descriptive of their open grates and fireplace fittings. Since getting out their last catalogue several new pattern grates, embodying the latest and most improved ideas in design and construction, have been added. A special feature of the company is the adoption of the principle of making as many parts as possible of the various grates interchangeable. This will be found advantageous when repairs are needed. The catalogue is illustrated and worth reading. Copies will be sent to any dealers interested enough to send a request with name and address.

The McClary Manufacturing Co., London, recently published a new catalogue—No. 82—embracing all the "McClary" lines of enamel and tin kitchen ware they are making this year. This book is an elaborate one of some 360 pages, each department carefully thumb-indexed, so that a dealer may, by simply opening the book, get the article required in a second. A number of new goods are illustrated, and emphasis is laid on the McClary "Canada" ware, "Imperial" ware and "white" ware. A mere enumeration of some of the lines will give but an idea of the variety of goods made by this concern. Some of these include enameled steel, stamped, pieced, Japanned, copper, nickel, galvanized and sheet iron wares, wire goods, woodenware, cast iron and steel goods, refrigerators, freezers, dairy trimmings, tinners' and roofers' supplies, sheet metals and stoves and ranges for all kinds of fuel.

The Gurney Foundry Co., Toronto, are this spring publishing four new catalogues of their various lines. They are devoted one to stoves, one to furnaces, one to gas stoves and one to heating lines. The two former are still in the printers' hands but are expected in a few days, and the two latter are just being sent out. The gas stove catalogue is entitled "Gas Cooking Apparatus" and describes and illustrates the Gurney "Quality Line" of stoves and ranges for manufactured and natural gas. The book is neatly gotten up, being printed on coated paper and encased in a brown cover the lettering of which is embossed. The heating catalogue is entitled "Heating Engineers' Companion" for the season 1913-14, and supersedes all other lists. In it are described the Gurney Oxford economizer and the various Oxford hot water boilers and Gurney steam and hot water boilers; besides a varied gathering of radiators and other goods. Of great value to the heating engineer are the numerous tables and plans scattered throughout the book, giving at a glance an idea of how much material will be required, the heating area, and other suggestions which will appeal to the man in the trade.

The Marlin Firearms Co., New Haven, Conn., are sending out their new gun catalogue, featuring all Marlin repeating rifles, carbines and shotguns also Marlin gun sights, gun oil, rust repeller, Ideal reloading tools and the various other accessories manufactured and handled by The Marlin Firearms Co. The new rifles in the catalogue are the Model 29 .22 calibre take-down repeating rifle with trombone or pump action. The new catalogue has been sent to all dealers on the Marlin list.

The L. S. Starrett Company of Athol, Mass., manufacturers of fine tools, have ready for distribution to hardware dealers a series of ten show cards. The cards are to be placed in prominent positions about the store and in the show windows. Each card bears a reason why mechanics should use Starrett tools. They are printed in two colors and make an attractive piece of advertising. The company state they will be glad to send a set of these cards to any hardware dealer upon request to the main office at Athol.

The B. O. T. Manufacturing Co., Toronto, have sent out recently a reprinted edition of their "B.O.T." specialties and high grade plumbing fixtures. All their closets and combinations are patented. Some of the striking features pictured and described are the raised front on their syphon closet, the vitreous china float, and the improved lever.

THIS GUARANTEE MEANS SOMETHING

The Taylor-Forbes Company, Guelph, have issued a guarantee in connection with their 1913 catalogue of lawn mowers, which says in plain English:

"If for any reason within one year you purchase a Taylor-Forbes lawn mower and your customer returns it as unsatisfactory, give him a new lawn mower or refund his money and we will back you up. We guarantee Taylor-Forbes lawn mowers are just as good after the newness is worn off as the first time they are used—that they are just as good on the inside as they look on the outside."

Advertisements are being inserted in the daily papers to help create a demand for Taylor-Forbes mowers.



A Profitable Paint Business in a 10-foot case

Read this letter:

Our Paint Business in a 10-Foot case. In the Spring of 1910 we began stocking Sherwin-Williams Products, and with a small amount of newspaper advertising and lots of boosting have accomplished this :

Sold $1,750 worth of Paint during 1910.

Sold $1,620 worth of Paint from January 1 to May 31, 1911, and our paint business is increasing all the time.

We have but $450 invested in stock, which is all carried in a portable case 10 feet long, 40 inches high and 28 inches wide. This case holds, when filled, 100 gallons, 125 ½'s, 200 ¼'s, 200 pints, 200 ½-pints, 100 ¼-pints, 100 5-pound packages of Wall Tints, and an assortment of Furniture Polish. The small amount of floor space occupied, together with the small amount of money invested, the generous terms given, the little time to look after the stock and the non-perishability of the goods, make our paint business look mighty good. In selling Sherwin-Williams Products we find a good profit and satisfied customers.

Yours very truly,
WOODARD, CLARKE & CO.
Per D. M. Morgan, *Manager.*

It isn't necessary to have a special part of your store set aside to hold a stock of paints and varnishes.

Build a compact and inexpensive case like the above; put in a fair stock of Sherwin-Williams' products, and you will be agreeably surprised at the profitable business you will soon be doing in the paint line.

Why not take advantage of this excellent source of profit, when the season is just opening up? Sherwin-Williams' Paints and Varnishes are good sellers, because they give splendid satisfaction and are well known. S-W Dealers make good profits consistent with successful business. Write to-day for our book, "How to make Money in the Paint and Varnish Business."

SHERWIN-WILLIAMS PAINTS & VARNISHES

A FINISH FOR EVERY PURPOSE

The Sherwin-Williams Co. of Canada, Ltd. : Montreal, Toronto, Winnipeg, Vancouver.



Canadian Trade News

Chas. Fortier, hardware dealer, Montreal, is dead.

A. A. Gabriel, hardware merchant, Toronto, has assigned.

Gilpin Bros., hardwaremen, Orillia, are discontinuing business.

Mellor & Stanner, paint dealers, Victoria, B.C., have dissolved.

The Southey Hardware Co., Southey, Sask., has been dissolved.

C. N. Camroux has opened a hardware store at Edmonton.

S. S. Snider, hardware dealer and plumber, Toronto, has assigned.

The Pacific Sheet Metal Works, at Victoria, B.C., has been dissolved.

J. B. Carscadden has sold out his hardware business at Dresden, Ont.

Ewing & Mulrea have sold out their hardware business at Ruddell, Sask.

Geo. Stewart, Renfrew, is advertising for tenders for his hardware stock.

McCague & McCague, hardware dealers, Beeton, Ont., have dissolved partnership.

Scott & Gibson, Melita, Man., are selling out their hardware business by auction.

A. F. Johnston, hardware dealer, Ninga, Man., has sold his business to R. Mitchell.

Bert Holden, of Medora, Man., has joined the Napinka, Man., Hardware Co.'s staff.

Fire damaged the hardware and grocery stock of Malcolm Le Touzel at Gaspe, Que.

R. S. Manson has purchased the hardware stock from the estate of Eakins & Griffin.

A demand of assignment has been made on J. N. Gamelin, hardware dealer, Montreal.

F. H. B. McCulloch has advertised his hardware business at Chatsworth, Ont., for sale.

The J. H. Ashdown Co. are to erect a six-storey wholesale hardware house at Calgary.

The Imperial Oil Co.'s warehouse at Swan River, Mann., was destroyed by fire recently.

Hiram Smythe of the Smythe Hardware & Stationery Co., Toronto, has retired from business.

Walter Stock has sold his hardware business at Quinton, Sask., and moved to Winnipeg.

Robertson & McIntyre have taken over the hardware business of J. G. Rattray at Pipestone, Man.

McAlary & Co.'s hardware and grocery store at St. John, N.B., was damaged by fire recently.

C. M. Dunfield has taken over the hardware business of the Plunkett Hardware Co., Plunkett, Sask.

The hardware firm of A. J. Falconer Co., Limited, Deloraine, Man., is succeeded by E. C. Arthen.

The Ottawa Sheet Metal Works, Winnipeg, has been dissolved, with L. Katz continuing the busniess.

J. Longford, hardwareman, London, has taken over Parson's Fair hardware store at the same place.

The Wood, Vallance Hardware Co. are making a $20,000 addition to their Nelson, B.C., warehouse.

F. J. Schroeder has taken over the interests of T. J. Eliot in the Fernwood Hardware Co., Victoria, B.C.

The assets of Mabley Bros., hardware store at Kelwood, Man., have been bought by John Crawford.

The Western Farmers Supply Co., Limited, have discontinued their hardware branch store at Hanley, Sask.

Lepine & Perrier, hardware dealers, Montreal, have dissolved.

Curtis Bros. are opening a hardware store at Youngstown, Alta.

The Carscallen Hardware Co. have started business at Calgary.

Lindedloom & Son have opened a hardware store at Reston, Man.

Chas. Rimmer, hardwareman, Toronto, has discontinued business.

The Canada Tile & Fireproofing Co. will build a plant at Carman, Man.

John Lacroix, Hull, Que., has sold off his hardware stock by auction.

A. N. McDougal has sold out his hardware business at Melbourne, Ont.

J. Nebelowiez has opened a hardware and grocery business at Winnipeg.

The Dominion Bronze Mfg. Co. propose erecting a factory at Preston, Ont.

The Banner Hardware Co. have moved into their new building at Chinook, Alta.

Williams Bros. have opened a hardware and implement store at Sunnyview, Sask.

Construction on the plant for the Maritime Nail Co. is expected to commence shortly.

The St. Vital Sheet Metal Works have commenced business at Norwood Grove, Man.

W. A. Mathews, Cannington, Ont., has sold his hardware business to J. B. Woodward.

Rotshlein Bros., Expanse, Sask., have opened a branch hardware store at Limerick.

A $25,000 addition will be built at the Brantford Cordage Co.'s plant, Brantford, Ont.

The Tilbury, Ont., handle factory will be enlarged shortly and new machinery installed.

L. L. E. Armit has taken over the hardware business of Dunlop & Rorke at Foxwarren, Man.

Fire and water damaged the stove and tin store of Quinn & Co., at St. John, N.B., recently.

John C. Dent, hardwareman, Bothwell, Ont., has been made a director of the Bothwell Mfg. Co.

The British Buying & Jobbing Co., Winnipeg, dealers in hardware and furniture, have assigned.

The Brandon Wire & Stamp Co., makers of lightning rods and wire goods, have commenced business.

Good & McEachern, hardwaremen, Woodville, Ont., have dissolved. A. Good & Co. are successors.

C. Scholling & Sons, stove founders, St. Paul, Minn., will build a branch plant this spring at Winnipeg.

A winding-up order has been applied for for the Hamilton Lock & Hardware Mfg. Co., Ltd., Hamilton.

The Winnipeg Ceiling and Roofing Co. will have a baseball team in the Winnipeg league again this year.

A. H. Pickett and L. S. McGuinn have bought the hardware business of T. W. J. Mather at Asquith, Sask.

Canadian Quality Saw & Tool Works, Montreal, have been registered and have opened a factory at that place.

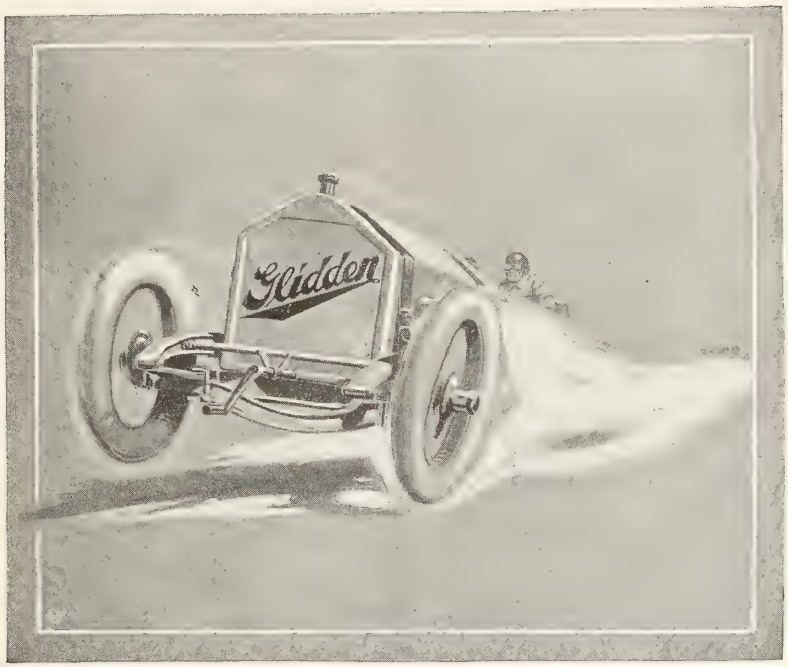
The Southey Hardware Co., Southey, Sask., has dissolved. Samuel Sandomirsky is continuing the business.

Robt. McVittie's hardware store and stock were almost wholly destroyed by fire recently. Insurance was carried.

The Wallaceburg (Ont.) Brass & Iron Works will be enlarged shortly and a number of additional hands taken on.

A curator has been appointed for the wholesale hardware business of Maison Jean Paquet, Limited, Montreal.

The hardware business of A. Johnson & Co., and the Fort Frances Hardware Co., have been amalgamated



There's No Speed Limit

NOTHING in the world is going to hold you down if you buy right, sell right, hustle *and advertise.*

The power behind the Glidden Proposition is a Million Man Strong—and more than that. Its cumulative effect cannot be estimated.

We were pioneers in advertising paints and varnishes. We were progressive, we are progressive and we will continue to be progressive. We work *with* you, not *at* you.

If you don't already know our 1913 proposition on Glidden's Green Label Varnishes, White Enamels, Endurance Wood Stains, JAP-A-LAC, Waterproof Flat Finishes and Cement Coatings, write us and ask for our Dealer Helps.

There's no speed limit to the big profitable business you can build with the Glidden line, plus Glidden quality, plus Glidden co-operation, plus Glidden Advertising.

Factories:
TORONTO
Canada
CLEVELAND
Ohio

Glidden Varnish Co.

Branches:
LONDON
NEW YORK
CHICAGO

TORONTO, Ontario

at Fort Frances under the name of The Johnson Hardware Co.

The Wire Goods Co., of Canada, have removed their offices from Montreal to Howick, Que., where is located their factory.

Eakins & Griffin have sold their hardware and implement business at Shoal Lake, Man., to D. S. Manson, Strathclair.

Nobert & Lymburner, hardware dealers, Three Rivers, Que., have dissolved. L. H. Nobert is continuing the business.

F. A. Hoar has sold out his hardware business at Barrie. M. Ryan, Deseronto, Ont., has also sold out his hardware store.

Barnstable & Belcher, hardware and harness dealers, Edbeig, Alta., have dissolved partnership, with H. Barnstable continuing.

The Williston Trading Co., Castor, Alta., have sold their lumber business and will devote their attention to their hardware store.

McNicol & Wilson, tinsmiths, Swift Current, Sask., have dissolved partnership. The business will be continued by A. H. McNicol.

The Cleveland Mfg. Co. have arranged with the town of Weyburn, Sask., to build and operate a stove and furnace plant at that place.

Grimmer & Keay, hardware dealers and general merchants, St. Andrews, N.B., have dissolved partnership. John D. Grimmer is continuing the business.

The by-law to guarantee the bonds of the Canada Saddlery, Hardware & Steel Goods, Limited, to the amount of $8,000 was carried at Walkerton, Ont.

Pease, Waldron & Co., Ltd., Winnipeg, furnace manufacturers, are applying for authority to change their name to the Pease Western Foundry Co., Ltd.

Boxall & Matthie, Lindsay, are putting in a new metal ceiling in their store, and making other considerable improvements, which will as well reduce the insurance rates.

B. J. Smith & Son, hardware dealers and general merchants, Coaticook, Que., have dissolved. The business will be continued by S. C. Smith under the old trade name.

The Canadian Ruthenian Co., Toronto, has received a charter to carry on a hardware and general store business. The capital is $40,000. Jacob Axler is a provisional director.

The Stratford Brass Co., Ltd., has been incorporated with a capital of $100,000 to manufacture and deal in brass goods. Alfred Hahn, J. R. Macdonald and J. Whyte are directors.

The Beaver Board Co. have commenced the erection of their plant at Thorold. The factory will consist of machine, grinder, motor and store rooms, with a separate office building.

The Canadian Lamp and Stamping Co., Limited, Walkerville, Ont., have an Ontario charter to manufacture and deal in cast, sheet and other metal products. G. E. Edmunds and W. T. Jones are provisional directors.

The Metal Shingle and Siding Company, Preston, Ont., with which are associated the United States Metal Product Company, of New York, and A. B. Ormsby & Co., of Toronto and Winnipeg, have completed their plans for the large plant they are to erect on the industrial site at Saskatoon.

Jud Campbell, for twelve years connected with the Winnipeg office of Wood, Vallance Company, wholesale hardware, has arrived in Calgary to assume the managership of the local offices of the company. Before leaving for the West Mr. Campbell was given a ring and a set of cuff links by the force of the Winnipeg office.

The retail merchants of Vernon, B.C., will close up business on Wednesday afternoons during May, June July and August.

Paquet & Jean, hardwaremen, at Levis, Que., have dissolved partnership, J. A. Jean continuing alone under the old name.

David Maxwell & Sons and the St. Mary's Hardware Co. will have teams entered in the baseball league organized in that town.

Harry F. Lee is offering his tinsmith and furnace business at Summerside, P.E.I., for sale, as he intends going to the West to settle.

J. Joseph Mitchell, St. John, N.B., suffered some loss through water poured into his stove and tinware store at a fire in an adjoining block.

J. Bradley, hardware dealer at Amulet, Sask., has moved to Tompkins, Sask., when he has purchased the hardware stock of the Tompkins Supply Co.

D. Oliver, who has been for some time on the staff of John Dufty & Co., hardware merchants, of Broadview, Sask., has accepted a situation at Brandon.

Retailers of electric fixtures in Winnipeg recently issued a protest against that city selling electric irons to power users in competition with local merchants.

The Smith Hardware Co., Montreal, have taken over the Canadian agency for the Chapin-Stephens Co., makers of planes, rules, levels, etc., Pine Meadow, Conn.

The stock of The James Walker Hardware Co., Limited, Montreal, was partially damaged by water in a fire in their building recently. Full insurance was carried.

The Dominion Steel & Iron Co., Sydney, N.S., intend opening a warehouse at Toronto, with Max Morrel, formerly with the Pittsburgh Perfect Wire Fence Co., in charge.

Albert Bell, of the Arcade Hardware Store, Forest, Ont., and Jos. McCormick, Kingscourt, Ont., have formed a partnership to go into the hardware business at Edmonton.

Roy E. Carscallen, of Carscallen's Hardware, Dresden, Ont., has joined the selling staff of the E. T. Wright Co., Hamilton, and will represent that concern in Western Ontario.

John Sommerville, Jr., identified with the hardware business in Edmonton for ten years, has gone to southern California for his health, and will make his home in Los Angeles.

The Dominion Sanitary Specialty Co., Limited, Ottawa, has been incorporated with a capital of $90,000, to manufacture hardware and other specialties. R. W. Stewart is one of the provisional directors.

The Beaver Brass Mfg. Co., Limited, Toronto, has received a provincial charter to take over the business of the Beaver Lock and Brass Works, makers of specialties in brass and other metals. The capital is set at $40,000.

A recent window display by the Fawcett Hardware, Limited, Saskatoon, attracted favorable attention. More than 1,500 articles, all a part of the new spring stock, were used, the cost of the articles being estimated at about $2,000.

The Steel Equipment Co., Limited, Pembroke, Ont., has been incorporated with a capital of $150,000, to manufacture and deal in fixtures, shelving and store equipment. E. A. Dunlop, hardwareman at Pembroke is interested in the new company.

Chamberlain Carter, son of W. J. Carter, hardwareman, Picton, Ont., will locate in the West. He is a graduate in steam heating of the New York Trade School. John I., another son, likewise a graduate of the same school, in plumbing and tinsmithing, will have charge of these departments in his father's business at Picton.



We have the largest and most complete Dry Color Plant in Canada

We pay particular attention to the manufacture of Dry Colors, for two reasons. One is because we have a very large Dry Color business, and the other is we use such immense quantities of Dry Colors in the manufacture of our various paint products. All of our colors used in this way must be up to a certain high standard of quality in order to give us the best results.

It is not always easy to maintain such standards when you have to depend on outside sources for your Dry Colors, so we manufacture these Dry Colors in our own color plant and control the quality from the beginning. The above illustration shows the interior of a section of our Dry Color plant. The huge vats are where certain dry colors are made. The machines on the lower floor are the presses where the surplus water is removed from the wet color before they are sent to the kilns for drying.

THE CANADA PAINT CO

LIMITED

PAINT~VARNISH & DRY COLOR MAKERS~LINSEED OIL CRUSHERS
FACTORIES & OFFICES~MONTREAL~TORONTO &
WINNIPEG~OXIDE MINES~RED MILL~QUEBEC

Market Situation

Hardwere Markets

The month past has seen the same prevailing briskness which has been characteristic of the jobbing business since the commencement of March. There have been few declines, the strong market situation rather tending to enhance prices. As a result poultry netting and lamp burners have advanced, the former twice within the month. Owing probably to the tightness of money other advances prophesied have not taken place. Collections are on the mend, the improvement being quite noticeable during the past three weeks.

Demand for all seasonable hardware lines continues heavy, ice boxes of all grades and oil and gas stoves being exceedingly brisk. Poultry netting and screens, builders' hardware, sporting goods, washing machines, summer goods, automobile supplies, rope and twine being especially active. This condition applies to Ontario and Quebec—in fact the whole of central and eastern Canada.

In the west the volume of hardware business seems increasing; and the outlook is improving. Collections are better and western jobbers feel easier and are more hopeful. Manitoba is enjoying good building weather, and retailers report a good consumption of hardware. Although in some of the smaller places the building permit totals are somewhat behind last year, the aggregate, province by province, is much ahead of a year ago.

Household goods and garden tools are the leading hardware lines moving west of the lakes, with a strong stress being laid on present housecleaning goods.

* * * *

The Metal Markets.

Trading has greatly improved of late, and April business was much in advance of that for March. Demand has been heavy, so much so that except for the impetus given to deliveries by buyers themselves there would have been a tightening and a shortage of raw material used by some manufacturers. Of course some of these deliveries are orders that were booked some time ago. Present metal business is good, however. Foundries have not yet got their full requirements of iron and steel, and because of this these metals are brisk in bars, sheets and plates.

In conjunction with the better business being done there has been a stronger price situation develop, and if present business keeps up the added cost of raw material will be put on the finished product later on.

Since last report in copper casting ingots and wire have advanced, the former about ¼ and the latter ½ cent a pound. Sheet zinc, lead and spelter prices also went up about 10 cents a hundred. Foreign markets report an advance on tin and copper, but Canadian prices remain at old quotations. Speculation enters so much into the buying and selling of these latter metals that the actual trading for consumption holds off when the market advances.

New prices are out on galvanized and iron pipe and also on boiler tubes. All these goods show advances.

* * * *

Heating Goods.

The changing season is responsible for the splendid and brisk demand for coal oil and gas stoves. Manufacturers and jobbers state that as fast as stocks come to hand they are sent out on waiting orders. Ovens and plates are also in fine demand.

Ranges and heaters for interior points and water parts are heavy in shipment, though many of the shipments are on booked orders standing on the books for some time. Enamelware, summer need lines and galvanized goods are very active—these being seasonable goods.

In furnaces business for new buildings is just opening up, and while makers and dealers could handle more business they are satisfied with the prospects ahead and are hopeful that the year's trade will be quite well in advance of any recent year.

Booking on spring and fall stoves and ranges might be better, but no doubt before the month is out orders will be more plentiful. Manufacturers still feel the dearth of supply of steel plates, but state that deliveries are coming more freely now than since the opening of the year. They are hauling their own material, however, and storing it as quickly as possible to offset any chance of loss.

* * * *

Paints and Oils.

The outstanding news feature in the paint field is the conclusion of the big Belgian strike in which the glass makers were very prominent. This will avert any glass shortage and offset any tendency toward advancing prices.

Makers of paints are very busy, both orders and shipments being heavy. Dealers are asking for their supplies to be hurried and stocks are being quickly moved about.

Prices on all lines and grades are firm and stationary. There was a tendency toward lower quotations in white lead early in April, but that commodity is back again in line and strong.

Both linseed oil and turpentine are continuing along at the quotations which ruled these past two or three months, the new season's crop of the latter has not materially affected the market, so far at least as price is concerned.

In seasonable paint lines there is a steady outward movement of Paris green. Varnishes and enamels, too, are active, and in oils there is a brisk demand. Benzine advanced during the month nearly a cent a gallon, but other petroleum and oil lines remain unchanged.

All round there is a bright prospect for a big year in paints and kindred lines.

DEATH OF YOUNG STOVE MAN

J. W. Westwood, manager of Westwood Bros., stove dealers, 635 Queen Street West, Toronto, died recently after only a week's illness of pleuro-pneumonia, aged 27 years. His brother, E. B. Westwood, has resigned his position as traveling representative for the Moffat Stove Co., Weston, to take charge of the business. The latter's territory in Western Ontario will be covered by Alf. Staples, who has been transferred from Eastern Ontario. J. Stevenson, of Montreal, will look after Mr. Staples' ground in the east for Moffats.

HARDWARE STORE IN ENGLEHART FIRE

Among the stores burned in the fire which wiped out the business section of Englehart on May 4 was that of Thos Magladery, hardware merchant. The damage to his store and stock amounted to $6,500. He was insured for $3,000.

The Cochrane Hardware, Limited, Sudbury, Ont., have installed two class-500, electrically-operated cash registers, to take care of the daily cash sales in their store.

Quality is Economy

Thus, when a customer asks for a good economical paint, sell him

New Era Paint

The paint of endurance—that goes the farthest—that finishes brightest—and gives better satisfaction at a more reasonable price, than any other paint on the market.

Send for a catalog—it will help you increase your paint sales

Standard Paint & Varnish Co.
LIMITED

Windsor, Ontario

LOOK ON THE BOTTOM FOR THIS TRADE MARK

WARE M'F'G. CO. L'T'D. OAKVILLE PURE ALUMINIUM WARE

"OAKVILLE"

PURE ALUMINIUM COOKING UTENSILS

'A New Light' on the Cooking Question

We have a new assortment every month.
If you are interested in profits write us to-day.

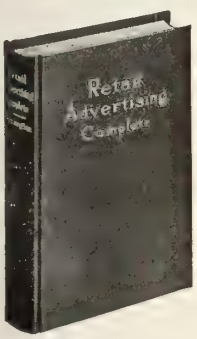
Western Distributors:
MONCRIEFF & ENDRESS, Ltd., Scott Bldg., Winnipeg, Man.

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This new book on advertising will tell you all you want to know about advertising in the store.

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With this book on your desk you are never at a loss what kind of advertising to do, or how to do it. Every kind of advertising is treated fully:

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Send us a dollar for this book and a six months trial subscription for this paper

Commercial Press, Limited
Publishers
Canadian Hardware, Stove and Paint Journal
Toronto, Ontario

Good Opening for a Hardware Merchant

If you want to get in touch with a good opening in a Western town with bright prospects

Write

R. J. JACKSON
McTAGGART - Saskatchewan

PREVAILING MARKET PRICES.

Toronto, May 5th, 1913

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 25
Antimony, per lb..... 0 11
Brass rods, ½ to 1 inch... 0 23
Sheets, up to 20 gauge.. 0 27
Tubing, 1 inch, base.... 0 26

Copper ingots, casting.....0 18½
Sheets, plain, 14 oz. base 0 29
Sheets, tinned, 14 oz. base 0 30
Sheets, plenished, 14 oz. base 0 37
Sheets, braziers 0 29
Bars, round ½ to 2 in... 0 27

Black Sheets, 28 gauge base,
Toronto 3 00
Montreal 2 80

Canada Plates—
Ordinary, 52 sheets, Toronto 3 10
All bright, 52 sheets..... 4 15

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—
22 gauge, per squire 6 75
24 gauge, per square 5 50
26 gauge, per square ....
28 gauge, per square 4 00

Galvanized Sheets.	Fleur de Lis	Queen's Head
16-20 gauge	3 45	3 70
22-24 gauge	3 40	3 75
26 gauge.....	3 80	4 15
28 gauge	4 15	4 35

Case lots 25 cents less.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)..	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black, base, 1 inch..... 4 54
Galvanized. base, 1 inch.... 6 19

Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers 60 and 10; flanged, unions, 70; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.

Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

Toronto

Bar Iron, per 100 lb..... 2 00
Forged iron 2 20
Refined horseshoe iron.. 2 30
Sleigh shoe and mild steel 2 15
Iron finished steel, 2 15 2 25
Fire steel 2 35
High speed steel 0 65

Pig Iron, car lots, f.o.b. Toronto
Canadian foundry, No. 1 21 00
Middlesboro, No. 3 ..... 24 25
Radnor (charcoal) 32 50

Lead, Canadian pig..... 5 00
Imported pig, 100 lb. 5 50
Bar pig..... 7 00
Sheets, base, 2½ lb.sq. ft 8 00
Pipe and waste 9 00
Traps and bends .....30 p.c.

Solder, half and half, lb., 30

Spelter, foreign, per 100 lb. 7 25

Sheet Zinc 8 25

Tin, ingots, 100 lb..... 53 00

Tin Plates, charcoal—
M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

'Dominion Crown Best''—Re-tinned.

I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base ...	7 50

''Allaway's Best'' — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.
I C, 14x20 base 4 35

Terne Plates.
I C, 20x28, 112 sheets.. 7 50
I X, Terne Tin 9 00

Charcoal Tin Boiler Plates.
I X X, 14x60, 50 sheet bxs 7 00

Tinned Iron.
72x30 up to 24 gauge, case lots 7 75
72x30 up to 26 gauge, case lots..... 8 50

Scrap Metal, Dealers' Buying Prices—

Heavy Copper and Wire lb.	13
Light copper bottoms ...	11
Heavy red brass	11
Heavy yellow brass	
Light brass	06½
Tea lead	02½
Heavy lead	3½
Scrap zinc	1½
No. 1 wrought iron	8 00
Machinery cast scrap, No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—
Gallon tins 1 00 1 10

Chemicals, in casks, per lb.—
Arsenate of lead 6 10½
Sulphate of copper (blue Stone)..... 0 06
Litharge, ground 0 09
Litharge, flaked..... 0 10
Green copperas (green vitriol) 0 01
Sugar of Lead 0 09

Colors in Oil—
Venetian red, 1-lb. tins, pure 0 12
Chrome, yellow, pure ... 0 20
Golden ochre, pure 0 13
French ochre, pure 0 12
Chrome green, pure 0 10
French permanent green, pure 0 15
Marine black, 25 lb. irons 0 09
Signwriters' black, pure.. 0 17

Glue, in sheets..... 0 10 0 15
1 lb. packages (Brantford) 0 25

Petroleum—
Can. Prime white, gal. 0 12
U.S. Water white 0 13½
U.S. Pratt's astral 0 15½
Castor oil, per lb., in bbls. 0 08 0 09
Motor Gasoline, single bbls. 0 17½
Benzine, per gal, single bbls. 0 15½

Putty— 1st.
Bulk 100 lb. drums 3 50
Bladders in barrels.....3 75

Ready Mixed Paints—
Per gallon, qt. tins. 1 65 2 00

Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt. .....
Genuine, 100 lb. kegs, per cwt. .....

Shingle Stains—
In 5-gallon buckets..... 0 95

Turpentine and Linseed Oil—
Pure Turpentine, single barrels..... 0 62
Linseed Oil, single barrel, raw 0 55
Linseed Oil, single barrel, boiled 0 58

Rosin, ''G'' grade, bbl. lots, 100 lbs. **3 60**

Varnishes, per gal. cans—

Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing ..	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1 ..	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½ pints,, per gross	8 00
Pure white shellac varnish, in barrels	1 75
Pure orange shellac varnish, in barrels	1 70

White Lead ground in oil—
Canadian pure, less than tons 8 40
Canadian pure. ton lots..... 8 25

White Zinc—
Extra Red Seal, V.M. (dry) 0 07½
Pure, in 25-lb. irons (in oil)..... 0 10

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50

Toronto, 15 p.c.

Miscellaneous—
Beeswax, per lb. 0 45
Orange mineral, 100 lb. kegs 0 09½
Pine tar, ½ lb. tins, doz. 0 60
Plaster of Paris, bbl. .. 3 00
Paris white, bbls. 0 90
Whiting, gilders, bolted.. 1 00
Whiting, plain 0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05¾

Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.

Forges—
Blacksmith's portable, 135 lbs., ... 9 85

Horse Nails—
$2.80 per box base No. 9 and larger; Samson No. 10 base 2 25

Horseshoes—Iron, light & medium, No. 1 and smaller, $3.75; No. 2 and larger, $3.50; snow pattern, No.. 1 and smaller, $4.00; No. 2 and larger, $3.75; ''N.L.'' new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; ''X.L.'' featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., ''Blunt'' No. 1 and smaller, $1.50; No. 2 and larger, $1.25; ''Sharp'' No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.

Wire Nails, base..... 2 40
Cut nails—Montreal, $2.40; Toronto, $2.60.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.

Annealed Wire, base $2.50

Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.

Clothes Line Wire—No. 19, $2.10 per 100 ft,

Coiled Spring Wire—
High Carbon, No. 9, $2.25; No 12, $2.40, Montreal.

Fine Steel Wire—25 per cent.

Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.

Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c

Smooth Steel Wire—base, $2.35.

Wire Fencing, car lots—Toronto
Galvanized, barb 2 25
Galvanized, plain twist .. 2 60

Fence Staples—Bright, $2.60; galvanized, $2.85.

Wire Rope Galvanized, 1st grade, 6 strands, 24 wires, ⅝, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.

Wrought Staples—
Galvanized 2 85
Plain 2 60

Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00

Axes — Single bit,

per doz.	6 00	9 00
Samson		9 0
Double bit, per doz.	10 00	12 00
Bench axes	6 75	10 00
Broad axes	22 75	25 00
Hunters' axes .	5 00	8 00
'Boys' axes	5 75	8 50
Lathing hatchets	4 70	10 00
Shingle hatchets.	1 45	6 75
Claw hatchets ..	1 70	5 00
Barrel hatchets .	5 50	6 85

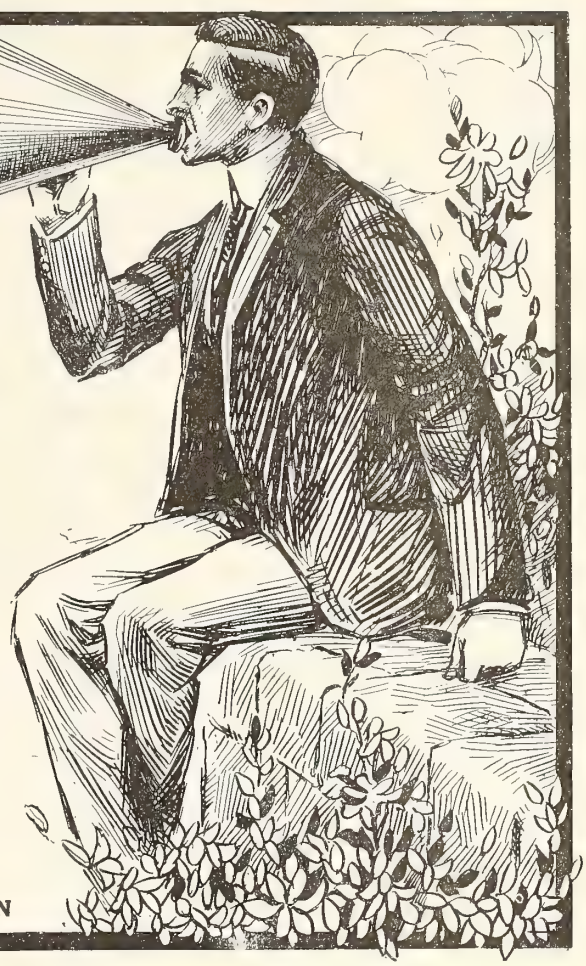
Ammunition—''Dominion'' Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
''Crown'' Black Powder. ''Sovereign'' Bulk Smokeless Powder, ''Regall'' Dense Smokeless Powder, ''Imperial'' Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs.: net extras as follows: chilled 40c.; buck and seal 80c.; No. 28 ball $1.20 per 100 lbs; bags less than 25 lbs. ½c. per lb. f.o.b. Montreal, Halifax and St. John. f.o.b. Toronto, Hamilton and London, add 25c. per 100 lbs.

Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.
Tobin High Speed, 50 and 5; Tobin Never-Choke, 60 and 5.

Barn Door Hangers—
Double straphangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25

Bolts and Nuts—
Carriage Bolts, common new $1 list.
Carriage Bolts, ⅜ and smaller, 60 and 15 p.c.
Carriage Bolts, 7-16 and up, 55 p.c.
Carriage Bolts, Norway Iron ($3 list), 60 p.c.
Machine Bolts, ⅜ and less, 65 and 5 p.c.
Machine Bolts, 7-16 and up, 57½ p.c.
Plough Bolts, 55 and 5 p.c.
Blank Bolts, 57½ p.c.
Bolt Ends, 57½ p.c.
Sleigh Shoe Bolts, ⅜ and 55 and 10 p.c.
Sleigh Shoe Bolts, 7-16 and larger, 50 and 5 p.c.
Coach Screws, new list, 70-10 p.c.
Nuts, square, all sizes, 4¼c. per lb. off.
Nuts, hexagon, all sizes, 4¼ per lb. off.
Stove rods, per lb., 5 ½c to 6c.
Stove Bolts, 80.

Here's a Good one for the Dealer



The dealer who sells *NEU-TONE* has something to toot his horn about, and he can blow it as long and as hard as he may, but he cannot overtoot the good qualities of—

NEU-TONE

Flat Washable Wall Paint

If you do not know these qualities, we want to tell you about them—we want to put you in the way of a lot of good wall business.

Every part of the house has paid tribute to the benefits of **MARTIN-SENOUR PAINTS,** and now the walls ring like silver to the dealer who sells *NEU-TONE.* You can sell it *if you will*—write for the right today.

The Martin-Senour Co.
(LIMITED)

MONTREAL CHICAGO WINNIPEG LINCOLN



A Quick Turnover

is the secret of success in any business, and the selling of paints is no exception.

Ramsay's Paints

have always been rapid sellers and the advertising co-operation which we give our agents, combined with the 70 years' reputation for quality, makes "The Right Paint to Paint Right" the best paint proposition for the paint dealer.

Be one of our agents and share our increasing success

A. Ramsay & Son Company
Montreal

MAKERS OF GOOD PAINTS SINCE '42

105

Bells—Door bells, push and turn 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames pair, 22c. up.
Sleigh bells, body straps each, $1.15 up.
Farm bells, No. 1, $1.65.

Building Paper, Etc.—
Tarred slater's paper, per roll 0 70
O.K. paper, No. 1, per roll 0 95
Plain Fibre, No. 1, per 400 ft. roll 0 50
Tarred Fibre, No. 1, per 400 ft. roll 0 62
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll.. 0 40
Resin sized Fibre, per roll 0 42
Asbestos building paper, per 100 lbs. 4 00
Heavy straw, plain & tarred, per ton 37 00
Carpet Felt, per 100 lbs.. 2 60
Tarred wool roofing felt, per 100 lb. 2 00
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 75
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll. 1 15
3 ply complete, per roll. 1 35
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 65, 10 and 5 p.c.

Cement—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe—
2 inch, in 10 ft. lengths.. 3 80
3 " " .. 4 00
4 " " .. 5 28
5 " " .. 7 26
6 " " .. 8 80

Door Knobs—Canadian, 45 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 50 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—
8 in. in 100 ft. lengths.. 2 90
10 " " .. 3 15
12 " " .. 3 68
15 " " .. 5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American, Kearney & Foot, Globe, all 75; Black Diamond and Nicholson 66⅔; Jewett's (English list) 27½ Delta 66⅔.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 p.c.—
Samson, best quality, 47 per cent.
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 45 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring) — Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz., $7.00.
Lift Tabular and Hingle Plain, per doz., $5.25.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70

Locks and Keys—Canadian 50 and 10 per cent.

Mallets— Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—
Sisal rope 0 12
Pure Manilla rope 0 17
"British" Manilla ... 0 13
Cotton, 3-16 inch and larger 0 24
Russia Deep sea 0 16
Jute 0 08
Lath Yarn, single 0 11
Lath Yarn, double ... 0 18
Sisal bed cord, 48 feet, per doz. 0 65
Sisal bed cord, 60 feet, per doz. 0 80
Sisal bed cord, 72 feet, per doz. 0 95

Cotton clothes line, 18 off.
Bag, Russian twine, per lb. 0 27
Wrapping, cotton, 3-ply twine 0 26
Wrapping, cotton 4-ply twine 0 30
Mattress twine, per lb. 0 45
Staging twine, per lb. 0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 90
Mrs. Potts, No. 50, nickle-plated, per set..... 1 00
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—
Sectional, ½ lb. each, per 100 lbs. 2 5
Solid, 3 to 30 lbs 1 70

Sash Cord—No. 8, per lb. 0 31½

Screws—Wood, F.H., bright and steel ..... 85 10 and 7
Wood, R.H., bright 80 10 and 7½
Wood, F.H., brass 75 10 and 7
Wood, R.H., brass .70 10 and 7½
Wood, F.H., bronze 70 10 and 7½
Wood, R.H., bronze 65 10 and 7½
Drivescrews ..... 85 10 and 7
Set, case hardened .60
Square cap ..... 50 and 05
Hexagon cap 45
Bench, wood, per doz.. $5.00.
Bench, iron, per doz., $4.25

Screws (Machine)—
Flat head, iron and brass, 30 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 p.c.
No. 3 and 4 grade, 45 per cent.

Soldering Irons—
Base, per lb., 28 cents

Sap Spouts—
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples—
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes —
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 85
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc gluziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips 35 per cent.

Tinners' Trimmings—45 per cent
Plain and retinned, 75 and 12½

Traps (steel game) — Newhouse, 30 per cent
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jumbo (Star), 50, 10, and 5 per cent

Wheelbarrows—
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.55 per 100 sq ft.; in 50-ft. rolls, $1.60 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 and 10 per cent

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16x24, $1; 18x30, $1.15; 18x36, $1 95
Flat rim enameled sinks 16x24 $2.65; 18x30, $3.10; 18x36, $. 5

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent
Premier steel ware, 60 and 10p.c.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pieced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 p.c.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ p.c.

Silverware—Holloware, 40, flatware, 40 and 10.

Churns—No. 0, $9; No. 1, $9; No. 2, $10; No. 3, $11; No. 4, $18; No. 5, $16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

Washing Machines—
New Ontario 41 25
Round, re-acting, per doz. 78 75
Square, re-act. per doz. 77 50
Dowswell 52 50
New Century, Style A..101 25
Ideal Power 180 00
Daisy 73 25
Stephenson 74 00
Puritan Motor 165 00
Connor, improved 52 50
Ottawa 55 00
Connor Ball Bearing....112 50
Connor Gearless Motor Washer 180 00

Wringers—
Royal Canadian, 11 in., doz. 47 75
Eze, 10 in., per doz. .. 48 75
Bicycle, 11 inch 60 50
Trojan, 12 inch 100 00
Challenge, 3 year, 11 inch 58 25
Ottawa, 3 year, 11 inch. 58 25
Favorite, 5 year, 11 inch. 61 75
20 per cent.

Especially to our Agents

Concentration upon the right point helps you realize on the **wide** possibilities for profit to which Brandram-Henderson "English" Paint entitles you.

So make the following phrase a pivot upon which to swing many sales:

"Painting? Get Endurance Truths First"

It goes right to the **heart** of your customers' interest. For **endurance** is the factor which marks the real standard of **value** in paint.

And your customers will find that endurance truths are plain and **easily** understood. You have to do **little** explaining. It is quite **evident** that a paint which is guaranteed to contain 70% Pure White Lead and 30% Pure White Zinc must **endure.**

To attract **customers,** feature the phrase "PAINTING? GET ENDURANCE TRUTHS FIRST". Our advertising helps will **assist** you in that.

To **convince** those whom you have attracted, simply point to the published formula. What other paint is guaranteed to contain 70% Pure White Lead, 30% Pure White Zinc?

BRANDRAM-HENDERSON LIMITED

Montreal Halifax St. John Toronto Winnipeg

Jamieson's Floor Enamel

Stays Sold

That s the important feature of **any** stock. No dissatisfied customers, no complaints because the article is not what it is claimed to be,—nothing but complete satisfaction and **repeat orders.**



Over half a century of concentrated effort is in every can we ship.

We want you to help us supply the ever increasing demand. Will you be one of our Agents?

R. C. Jamieson & Co., Limited

Established 1858

Montreal Vancouver

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When writing to advertisers kindly mention the Canadian Hardware Stove and Paint Journal

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Gurney Foundry Co., Toronto.
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Moffat Stove Co., Weston.

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Gendron Mfg. Co., Toronto.

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Remington U.M.C. Co., Windsor.

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J. H. Still Mfg. Co., St. Thomas.

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Canada Steel Goods Co., Hamilton
Cowan & Britton, Limited, Gananoque.
Taylor Forbes Co., Guelph.

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J. H. Still Mfg. Co., St. Thomas.

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Steel Co. of Canada, Hamilton.

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North Bros., Philadelphia, Pa.
Sheet Metal Products Co., Toronto.

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Jas. Morrison Brass Mfg. Co., Toronto.
Penberthy Injector Co., Windsor.

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Hamilton Incubator Co., Hamilton.

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National Hardware Co., Orillia.
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Penberthy Injector Co., Windsor.

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Canada Metal Co., Toronto.
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Sheet Metal Products Co., Toronto
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M. & L. Samuel, Benjamin & Co., Toronto.
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Nickel Plate Stove Polish Co. Windsor, Ont.
Stuart & Foster, Toronto, Ont

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Winnipeg Ceiling & Roofing Co., Winnipeg

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Laidlaw Bale-Tie Co., Hamilton.
Parmenter & Bullock, Gananoque
Steel Co. of Canada, Hamilton.

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Scythes & Co., Toronto.

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McClary Mfg. Co., London.
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Pike Mfg. Co., Pike, N. H.

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Thos. Davidson Mfg. Co., Montreal.
McClary Mfg. Co., London.
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S. F. Bowser & Co., Toronto.

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Brandram Henderson, Ltd., Montreal.
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Imperial Varnish & Color Co., Toronto.
International Varnish Co., Toronto
Glidden Varnish Co., Toronto.
R. C. Jamieson & Co., Montreal.
Lowe Bros., Ltd., Toronto.
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Benj. Moore & Co., West Toronto.
Pratt & Lambert, Buffalo.
Pinchin-Johnson Co., Toronto
A Ramsay & Son, Montreal.
Sanderson Pearcy & Co., Toronto.
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Stratford Mfg. Co., Stratford.

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Steel Co. of Canada, Hamilton.

PIPE WRENCHES
Richards, Wilcox, Canadian Co., London.

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Imperial Steel & Wire Co., Collingwood.

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Brown Boggs Co., Hamilton.
Steel Bending & Brake Works, Chatham, Ont.

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Jas. Morrison Brass Mfg. Co., Toronto.
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Canadian Buffalo Forge Co., Montreal.

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Canadian Store Front Co., Hamilton.

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Nicholson File Co., Port Hope.

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Quality Goods, Well Advertised, Succeed

This is as true with reference to the marketing of Paints as any other commodity, and is particularly true of the MINERVA PAINT Proposition.

MINERVA PAINTS, marketed in cans containing full Imperial measure, represent the highest quality possible to produce, and command the utmost confidence of the most discriminating users, while the effective advertising in direct support of the dealer's business brings a constant and ever increasing trade to his store. Write for particulars of the MINERVA PAINT Proposition.

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(CANADA), LIMITED.

Toronto - Winnipeg - Vancouver - London, England

ESTABLISHED IN ENGLAND 1834

(T-2)



A POWERFUL MAGNET

Are you catering to the women folk's trade? You must realize it is well worth while.

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for renovating old, dingy woodwork, furniture, etc., has a hundred uses in every home and sells on sight.

Let "LACQUERET" act as the Magnet to draw the profitable family trade your way.

It is made in a variety of shades, also clear. Write for details of the full line of International Specialties.

They are real trade winners for every aggressive dealer.

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TORONTO - WINNIPEG

Canadian Factory of Standard Varnish Works. New York, Chicago, London, Berlin, Brussels, Melbourne.

Largest in the world and first to establish definite standards of Quality.

(Q-7)

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Lewis Bros., Ltd., Montreal.
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Stanley Rule & Level Co., New Britain, Conn.

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Taylor Forbes Co., Guelph.

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Steel Co. of Canada, Hamilton.

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Canadian Buffalo Forge Co., Montreal.

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Canadian Shovel & Tool Co., Hamilton.

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Sheet Metal Products Co., Toronto.
B. & S. H. Thompson, Montreal.

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Tobin Arms Mfg. Co., Woodstock.

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National Hardware Co., Orillia.

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Consolidated Plate Glass Co., Toronto.

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Henderson & Richardson, Montreal.

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Penberthy Injector Co., Windsor.

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Kennedy Hdwe. Co., Toronto.
Lewis Bros., Ltd., Montreal.
Rice Lewis & Son, Toronto.
Peart Bros., Ltd., Regina, Sask.

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Canadian Store Front Co., Hamilton

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D. Maxwell & Sons, St. Mary's.



A world wide business has grown since 1858 from this old kettle.

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The Best Line
The Best Advertised Line
The Best Selling Plan

The Best Line—because it has back of it 55 years of experience in quality manufacturing. There's nothing untried or untested about it. **You** know it—and your customers know it.

The Best Advertised Line—and better advertised this year than ever before. 8,000,000 well-to-do families will read our advertisements several times a month during the season.

The Best Selling Plan—a new selling plan that enables you to do more business and make a better profit than ever before.

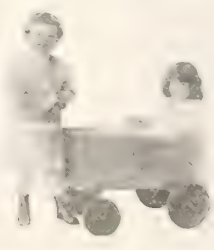
NOW—Hadn't you better write at once for price-lists and particulars?

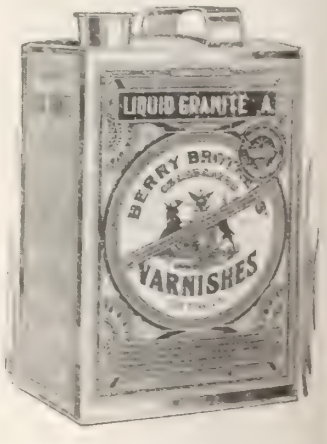
Berry Brothers

Established 1858

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Branches: New York, Boston, Philadelpia Baltimore, Chicago, Cincinnati, St. Louis, San Francisco, London, England.





We Ship Promptly

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Wrapping Twines
Cotton Duck
Oiled Clothing

We are sole selling agents
The Hopkins Mfg. Co., Limited
Mfrs. of Bags, Tents, Tarpaulins, Flags
and
The Dominion Waste Mfg. Co., Limited
Mfrs. of Cotton and Wool Waste

Scythes & Company Limited
TORONTO MONTREAL

J. J. TURNER & SONS

The Largest Manufacturers in Canada of

Tents, Flags, Awnings, Sails, Horse Blankets, Waterproof Goods, Coal Bags and every description of Camping Goods.

Send us your orders for Tents and keep them in stock. They are put up in bags to keep them clean.

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Peterborough, Ont. Regina, Sask.

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The King of all Writing Machines

JUST THE THING FOR THE UP-TO-DATE HARDWARE MAN

Remington Typewriter Co., Limited
MONARCH DEPARTMENT
144 Bay Street, Toronto, Ontario



Automatic Sash Holders

offer your builders a big saving, in doing away with sash weights, etc.

STOCK THEM

Automatic Sash Holders do away with sash weights, cords, pulleys, pocket frames, etc., and show a big economy in eliminating weights, cords, pulleys and adjustments. Easily installed in new or old houses.

Write us for Circulars and Prices NOW.

Smith Hardware Co. 240 Lemoine St. MONTREAL

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Ads under this head ten cents per line. Five lines once for 50 cents, three times for $1.00. Cash must accompany order. No accounts booked.

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FOR SALE GREATER VANCOUVER, B.C.—HARDWARE BUSINESS Five Years old. Annual Turnover $45,000. Stock at invoice price, store fittings, lease and goodwill amount to about $10,000. Cash $6,000, balance arranged. Growing City. Fullest particulars on application. Address Box 133, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, 32 Colborne St., Toronto. 2-13-3

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ADVERTISER, with first-class connections with the Wholesale Hardware Trade, is open to accept a few good Agencies.. Address Agent—203 SPECTATOR BUILDING, HAMILTON, Ont. 4-13-3

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SALESMAN—We are looking for a young, high-grade, energetic, traveller, to sell Richards-Wilcox Door Hangers, Mounted Grindstones and Hardware Specialties. This is an unusual opportunity and calls for a man of character, ability and experience. Write full concerning experience and salary desired. RICHARDS-WILCOX CANADIAN CO., Ltd., London, Ont.

WANTED IMMEDIATELY—Two or three hardware clerks with from three to six years' good retail experience. Apply stating experience, reference and salary required. Apply to Peart Bros. Hardware Co., Ltd., Regina, Sask. 5-13-1

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GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents
15½ Toronto Street, Toronto **52 Canada Life Building, Montreal**

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The Buyers Directory of CANADIAN HARDWARE, STOVE AND PAINT JOURNAL contains much valuable information.

Sometimes an advertiser makes several lines—and only ONE line will be represented in his advertisement—but if you will refer to the Directory in most cases you will find just what you are looking for.

THREE SUBSCRIPTIONS FOR TWO DOLLARS

The efficiency of hardware clerks can be increased by having them read Canadian Hardware every month. Any retailer, already a subscriber, can have two extra papers sent to his clerks each month, for one dollar. Send $1 to renew your own subscription and $1 additional for papers for your store salesmen—a very practical holiday gift.

Canadian Hardware, Stove & Paint Journal, 32 Colborne St., Toronto

BON TON

Cream
Metal Polish

Noticeably larger sales.
Order from your wholesale **to-day**

Unique, Absolutely Different

Used by The Toronto Railway Co., The Northern Navigation Co., The Niagara Navigation Co., The Corporation of the City of Toronto and hundreds of others.

Stuart & Foster, Limited
Toronto Established 1882 **Canada**

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THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

Manufacturers of a Complete Line of
Measuring Tapes and Rules

Our goods have so many commendable features that they have become POPULAR ABOVE ALL COMPETING LINES. Their ACCURACY, their DURABILITY, the very TRADE-NAMES, RELIABLE, CHALLENGE, etc., ARE RECOGNIZED INSTANTLY WHEREVER MEASUREMENTS ARE TAKEN.

OURS ARE THE ONLY MEASURING TAPES AND RULES MADE IN CANADA.
THEY ARE SOLD THROUGH THE JOBBER AND WE PROTECT THE DEALER.

ALL THIS AND MORE
THE TRADE-MARK LUFKIN STANDS FOR

RED
S
BRAND
WINDOW
GLASS



GLASS
BENDERS
TO
THE
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror and Ornamental Glass

TORONTO

What would *you* do?

Just because you don't know what kind of a tonic is needed to build up your health, would you "throw up the sponge"—or would you get a doctor?

Just because your local newspaper advertising is not paying you full returns, would you "cut it out"—continue to pay out—or would you get an ad-doctor?

Does it pay to sell goods?—Does it pay to advertise?

The one answer will do for both. If your advertising does not pay you—if it is not selling goods for you—it is not advertising—it is something else.

Perhaps your ads are too much like your competitors', perhaps they say too much about that new addition you are building to your store, or the big shipment you just received, instead of offering some suggestion of real interest *to the man you want to sell*—perhaps.

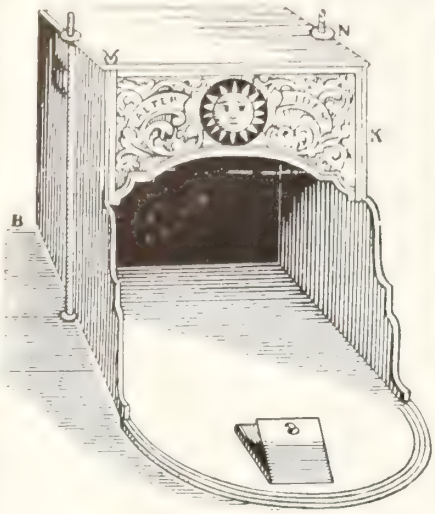
A business doctor—an ad-writer whose usual work is unusual has prepared a series of 28 sales-creative hardware ads for you. They are the unordinary kind that grip attention and compel interest, desire and action, and cover the hardware line through every season—just now there's paint, hammocks garden tools, etc.

This series of 28 result-producing hardware ads we offer at $7.00, complete with a special designed hardware border cut, or you may send $3.00 now and we will send you the complete series of 28 ads at once, then, if you desire the border cut, it may be had by sending the additional $4.00 any time. Certainly the ads are complete without. It's like a good frame to a good picture.

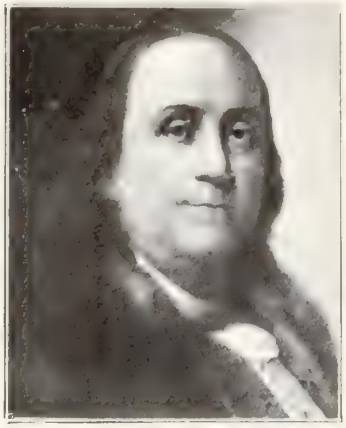
Come! pull out that thorn. Spend your valuable time with hardware and invest $3.00 with an ad-man. Remember, only one series sold in each town—better get that one. Send to-day.

Retailers' Advertising Service

502 Temple Building, Toronto



The Franklin Stove



Benjamin Franklin



Silver King – Coppered Oven.

The First Stove was Invented and made by Benjamin Franklin.

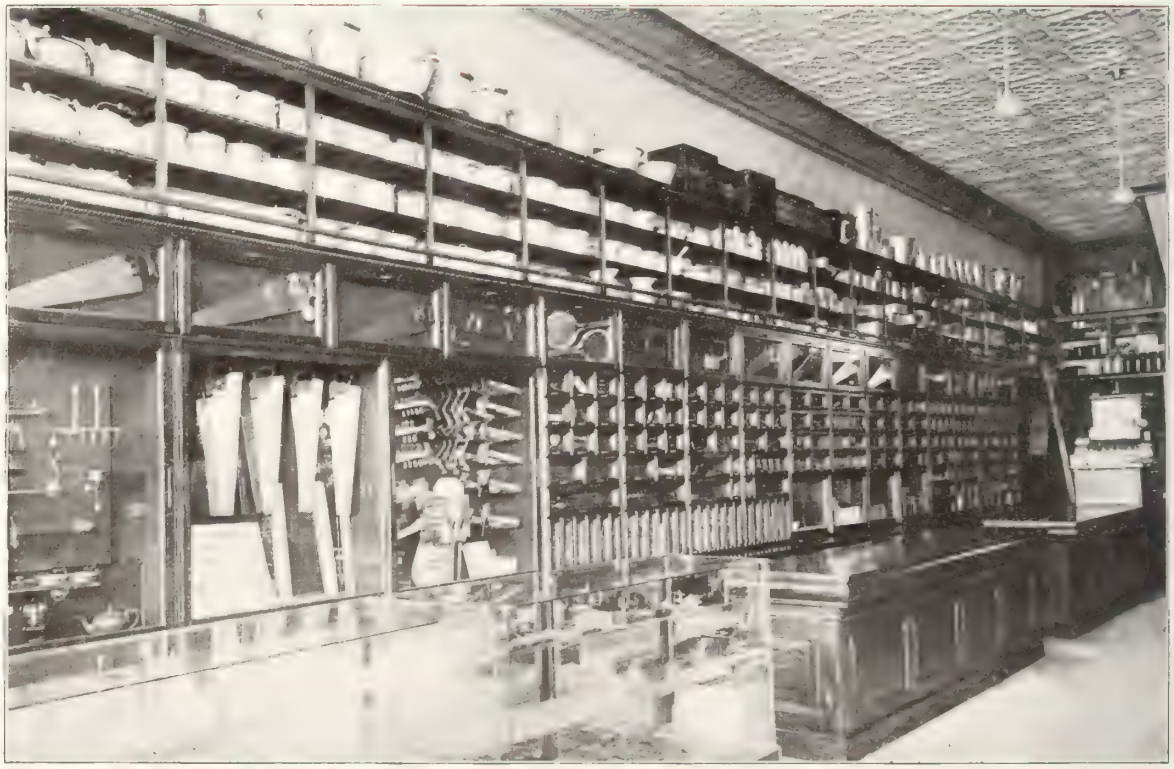
The latest and most up-to-date by

If you want the Stove business in your town get our agency.

Copp Stove Co., Limited

FORT WILLIAM WINNIPEG VANCOUVER

THE WAY TO SELL GOODS IS TO SHOW THEM



Display Cabinet and Shelving supplied by us to E. Alexander & Son, Campbellton, N.B.

Send us dimensions and plan of your Store and we will submit sketch and prices of similar equipment for your Store.

WALKER BIN AND STORE FIXTURE CO., Ltd., BERLIN, Ont.

ONE DOLLAR YEARLY JUNE, 1913.

CANADIAN HARDWARE
STOVE & PAINT JOURNAL

VOL. 5. Published Monthly by The Commercial Press, Limited, 32 Colborne Street, Toronto No. 6.

"A Hanger for any Door that Slides"

15 Different Styles of **HOUSE DOOR HANGERS**

24 Different Styles of **BARN DOOR HANGERS**

18 **MISCELLANEOUS HANGERS** For Fire Doors, Warehouses, etc

12 Different Styles of **MOUNTED GRINDSTONES**

THE BIG CANADIAN LINE

Wagon Jacks	Stay Rollers	Washers	Folding Sleds
Foot Scrapers,	Latches	Wrenches	Manual Training Benches
Corner Irons	Vises	Wire Stretchers	Carrying Systems

CATALOGUE No. 7 ON REQUEST :: PROMPT SHIPMENTS RIGHT PRICES :: WE SHALL BE PLEASED TO RECEIVE YOUR ORDERS

Richards-Wilcox

CANADIAN COMPANY, LTD.
LONDON, ONTARIO.

TRADE Gillette MARK
KNOWN THE WORLD OVER

The Demand Never Fails for The Gillette Safety Razor

For nearly ten years Canadian Dealers have been doing a steadily increasing business in Gillette Razors and Blades.

This continued growth has been due to the decided superiority both of the razor itself and of the advertising.

The principle of the Gillette is right—a wafer-thin blade, hardened evenly through and through—gripped rigid in the adjustable holder—the latter feature patented and **exclusive to the Gillette.**

Gillette Blades, hardened by electricity and honed with diamond-dust, carry the smoothest, keenest edges ever produced.

Gillette advertising is vigorous, attractive, business-like and **persistent.** It is not a spasmodic splurge for the purpose of stocking up dealers, but **an all-the-year-round selling force** sending customers to your store.

You can stock the Gillette with well-placed confidence that it will sell, and win you staunch friends and more business.

The Gillette Safety Razor Company

of Canada, Limited

Office and Factory—The New Gillette Building, Montreal

You Have Often an Enquiry For A Better Make of Refrigerator

BARNET REFRIGERATORS

Are Emphatically the Best and Profitable to Handle

Barnet Refrigerators are constructed on scientific principles and are the product of extensive experiments. We challenge competition and comparison on the following:

1st Free circulation and absence from odors on account of the regular and perfect system of ventilation.
2nd Pure dry air.
3rd Cleanliness and ease in keeping clean.
4th Freedom from moisture.
5th Coldness and low uniform temperature, 38 to 48 degrees.
6th Economy in ice consumption.
7th Perfect ventilation.
8th Porcelain Linings.
9th Hygienic.
10th Be sure and fill the Ice Chamber first and keep same full and you will save ice by doing so.

We name some of the sizes carried in stock ready for immediate shipment.

		Width Ins.	Depth Ins.	Height Ins.
No. 0	Ash and Oak, Outside	27	15	33
	Provision Chamber	26	11	11
No. 1	Ash and Oak, Outside	35	20½	41
	Provision Chamber	15	15	26
No. 2	Ash and Oak, Outside	38½	21½	45
	Provision Chamber	17	15½	30½
No. 2½	Ash and Oak, Outside	35	20½	50
	Provision Chamber	15	14½	35½
No. 3	Ash and Oak, Outside	41	22½	50
	Provision Chamber	18½	16½	35½
No. 3¼	Ash and Oak, Outside	39	21½	55½
	Provision Chamber	17	15½	41
No. 4	Ash and Oak, Outside	41	22½	66½
	Provision Chamber	19	16½	52
No. 4½	Ash and Oak, Outside	49½	25½	56¾
	Provision Chamber	25	19½	41½
No. 5	Ash and Oak, Outside	49	26½	67
	Provision Chamber	24½	20½	52
No. 6	Ash, Outside	66½	22½	58½
	2 Provision Chambers, each	16½	18½	44½

Write for Illustrated Catalogue and Prices

Rice Lewis & Son, Limited

TORONTO Established 1847 ONTARIO

Canadian Wholesale Hardware Directory

The following firms will be pleased to quote prices, or have their traveling salesman confer, with retail hardware dealers, regarding lines advertised by manufacturers in Canadian Hardware, Stove and Paint Journal.

A. M. Bell & Co., Limited	Halifax, N.S.
Wm. Stairs, Son & Morrow, (Established 1810)	Halifax, N.S.
Emerson & Fisher, Limited	St. John, N.B.
T. McAvity & Sons, Limited	St. John, N.B.
W. H. Thorne & Co., Limited	St. John, N.B.
Caverhill, Learmont & Co.,	Montreal, Que.
Frothingham & Workman, Limited	Montreal, Que.
L. H. Hebert & Cie., Limited	Montreal, Que.
Lewis Bros., Limited	Montreal, Que.
Starke-Seybold, Limited	Montreal, Que.
Wood, Vallance & Co.	Hamilton, Ont.
Hobbs Hardware Co., Limited	London, Ont.
H. S. Howland, Sons & Co., Limited Manufacturers Graham Nails, Samson Brand Farm Tools, Bldg. Paper, Etc.	Toronto, Ont.
Rice Lewis & Son, Limited	Toronto, Ont.
Kennedy Hardware Co., Limited	Toronto, Ont.
James Ashdown Hardware Co., Limited	Winnipeg, Man.
Marshall Wells Co., Limited	Winnipeg, Man.
Merrick-Anderson Co., Inc.	Winnipeg, Man.
Miller-Morse Hardware Co., Limited	Winnipeg, Man.
Wood, Vallance, Limited	Winnipeg, Man.
Peart Bros. Hardware Co., Limited	Regina, Sask.
J. H. Ashdown Hardware Co., Limited	Saskatoon, Sask.
J. H. Ashdown Hardware Co., Limited	Calgary, Alta.
Wood, Vallance & Adams	Calgary, Alta.
Marshall Wells Alberta Co., Limited	Edmonton, Alta.
Revillon Bros., Limited	Edmonton, Alta
McLennan, McFeeley & Co., Limited	Vancouver, B.C.
Wood, Vallance & Leggatt, Limited	Vancouver, B.C.

DO IT NOW



THE Samson

Window Dressing Contest

Offering

SIXTY DOLLARS

for photographs of the five Best Window Displays Showing

"Samson" Roofing *"Samson" Garden Tools* *"Samson" Farm Tools*
"Samson" Metal Ware *"Samson" Sporting Goods*

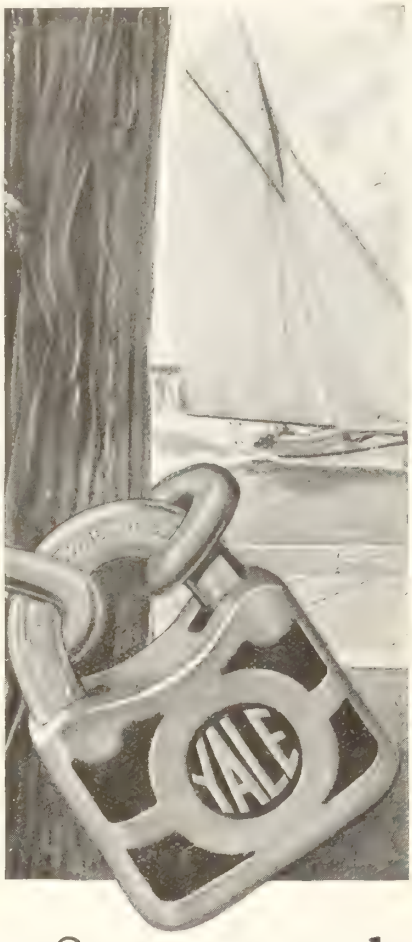
Closes at the end of this month

Write us for display Cards and enter the contest before it is too late

H. S. Howland, Sons & Co., Limited

We Ship Promptly WHOLESALE HARDWARE **Our Prices are right**
TORONTO

Graham Nails are the Best



Protect your trade with Yale Padlocks

"YALE" means protection when applied to locks, because Yale Locks mean protection when applied to doors.

When you sell Yale Padlocks you sell the thing that is wanted—*protection.* And trade that gets what it expects comes back. It is to your best interest to furnish the padlock that gives it—a

YALE

Our advertising is making it easy for people to buy Yale locks and hardware to advantage. Our Dealers' Advertising Service is making it easy for dealers to get this trade. Are we helping you sell Yale Products? We can and will if you request it.

Canadian Yale & Towne Ltd.

Makers of YALE Products in Canada: Locks, Padlocks, Builders' Hardware, Door Checks and Chain Hoists

General Offices and Works: St. Catharines, Ont.

HAMILTON & STOTT

Consulting, Heating and Plumbing Engineers

PLANS AND ESTIMATES MADE FOR CENTRAL HEATING PLANTS



Selling Agents in Canada for the

"VERMONT" LOW DOWN CLOSETS

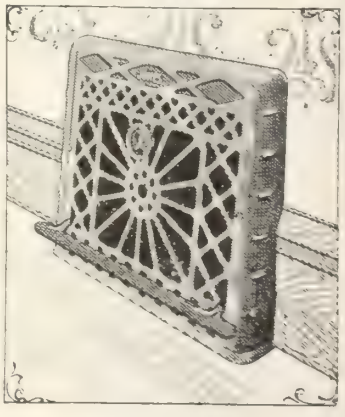
Every outfit guaranteed for three years. Once installed there will be no lost time in fixing ball cocks

We are also successors to the

Jones Register Company

and can promptly fill all orders for

SIDE WALL REGISTERS



Howard Hot Air Furnaces and Howard Hot Water Boilers

Write us for quotations

ST. THOMAS, ONTARIO

Victor Mangles

Mangles are regarded as such commonplace staples in the hardware line that many hardware dealers, in the efforts to boost other goods, have overlooked the possibilities in selling **good** mangles.

Victor Mangles are good in every sense of the word—they save time and labor, and the fact that they are

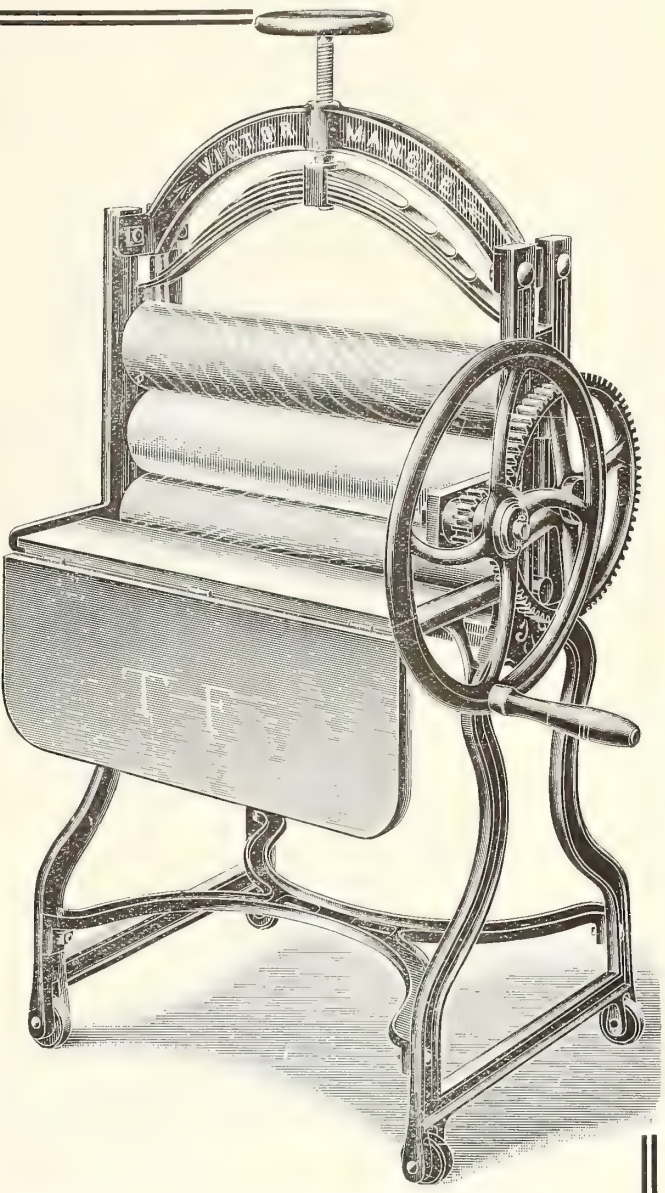
Made in Canada by Taylor-Forbes

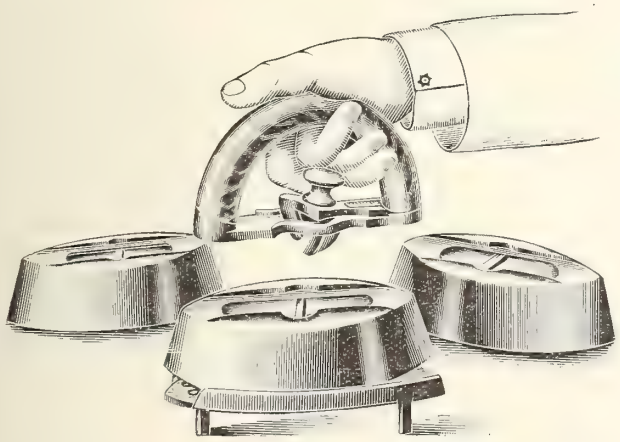
is a guarantee of their absolute efficiency and durability.

The name T.F. on a mangle is your safeguard, and you will find it your most reliable selling feature.

Try a few "Victors" on your floor—give them a good display—and you should have no difficulty in creating a demand which will lead to good satisfactory profits.

Rolls made of hard maple—tables of hardwood—spring tempered cast steel





Mrs. Potts' Sad Irons

Another household necessity which you will find it highly profitable to push.

Made of the very best grey iron.
Every set highly polished.
Three irons, stand and handle to a set.

We will be pleased to have your inquiry if your jobber does not stock these lines

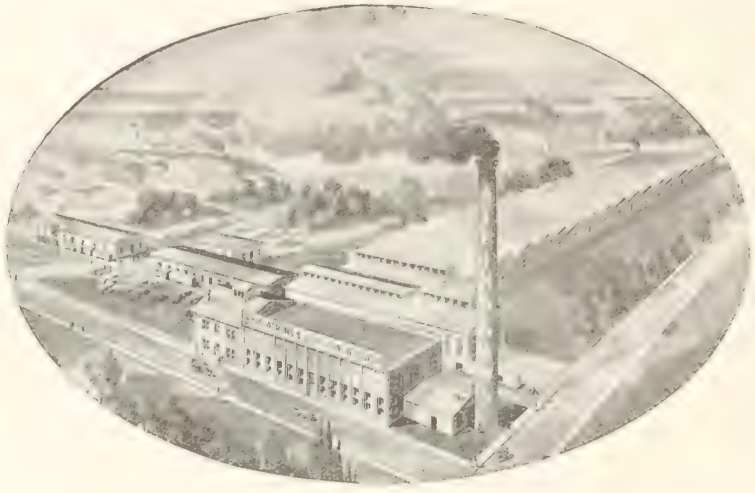
TAYLOR-FORBES CO., LIMITED

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 53½ Dock St., St. John, N B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
GUELPH, ONT.

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A, MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

ATKINS STERLING SAWS



Canada's big Saw Factory. Where ATKINS STERLING SAWS are made. We are wide awake. Our methods are progressive. We manufacture Saws which make good and establish confidence with your best trade. We back this up by a progressive sales co-operation that makes the most money.

Why not specialize on ATKINS STERLING SAWS this Spring. Buy from your usual source, but insist on the genuine article with our name on the blade. If you have any difficulty in getting them in this way, write to us direct.

E. C. ATKINS & CO.

Makers of Sterling Saws

Factory: Hamilton, Ont. **Branch: Vancouver, B.C.**



Stock Up on the New

Nicholson-Made Mower File

WE have a new file—a solid-handle mower file for sharpening sections, that saves removing the knife from mower or binder cutterbars. It is made in regular or reverse style. We not only advertise it to farmers in the Montreal Star—over 1,000,000 advertisements of it distributed among farm readers—but recommend that they use three such files a season.

Help Your Trade During Haying

by ordering a stock NOW, through your regular jobber, in your regular "Nicholson-made" File Brand. Remember to order "Nicholson-made Solid Handle Mower File, Regular Section" and also "Nicholson-made Solid Handle Mower File, Reverse Section." Do this now. We are sending the Consumers to your store to get them.

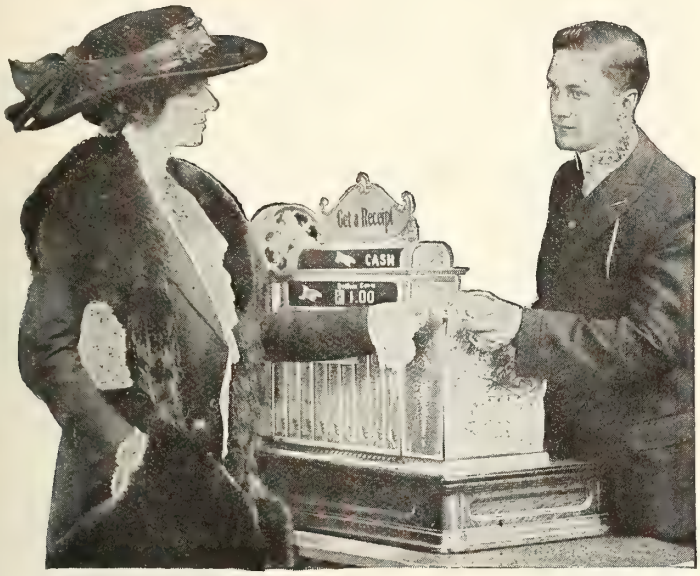
Order Nicholson-made Files To-day through Your Jobber. Sort Up your Stock. Add Solid Handle Mower Files. Here are Nicholson-made Brands:

American, Arcade, Globe, Great Western, Kearney & Foot

NICHOLSON FILE CO. PORT HOPE CANADA

32

The Merchant Gets His Money

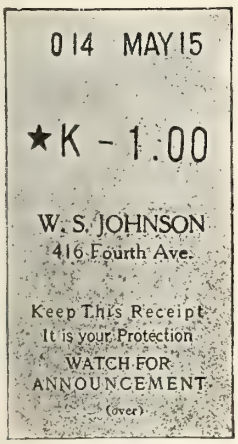


When the Customer Gets a Receipt

The "Get a Receipt" plan compels the giving of a correctly printed receipt to the customer, which means that there are corresponding and unchangeable records inside the register for the merchant and the clerk.

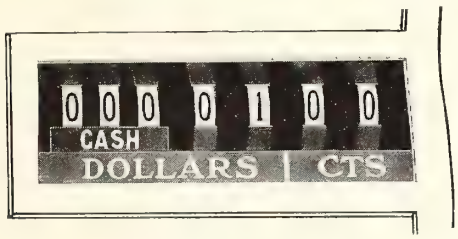
The customer's printed receipt, the clerk's receipt on the sales-strip, and the merchant's receipt on the adding wheels, are all made by the same operation of the register and therefore must be the same.

The Customer's Receipt



This receipt, which goes to the customer, is printed by the register.

The Merchant's Receipt

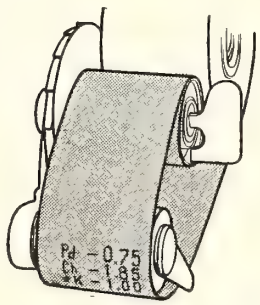


These are the adding wheels which must show the same record as the receipt. They are the merchant's receipt for a correct unchangeable record.

National Cash Registers range in price from $30 to $900.

Write for complete information about the "Get a Receipt" plan.

The Clerk's Receipt



The sales-strip, which must show the same record as the customer's receipt and the adding wheels, is the clerk's receipt for having handled the transaction correctly.

The National Cash Register Company

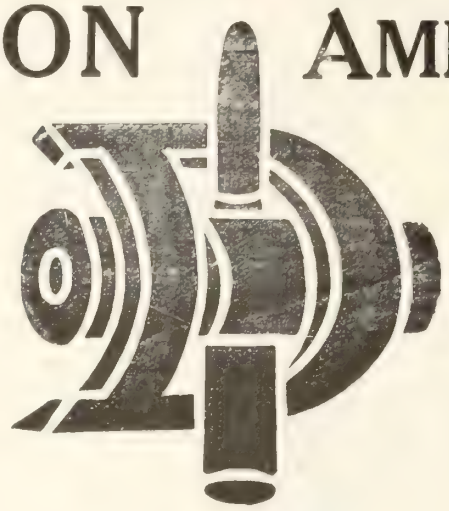
285 Yonge Street, Toronto

Canadian Factory, Toronto

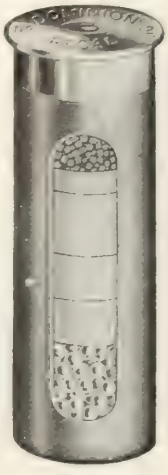
DOMINION AMMUNITION



Is superior in every way to any make now on the market, barring none. All the high scores at the traps and full game bags are always obtained with Dominion Ammunition.



If you stock Dominion Proved and Improved Ammunition you will never have to carry your stock from one year to another.



Be sure to carry Dominion this year as all shooters will specify this brand.

Dominion Cartridge Company

LIMITED

Montreal, Canada

Greening's Cow Ties



Are the Lightest, Strongest and Best Chains on the market.

Made in six sizes and six styles.

Also Halter, Dog, Kennel, Tie Out and Trace Chains.

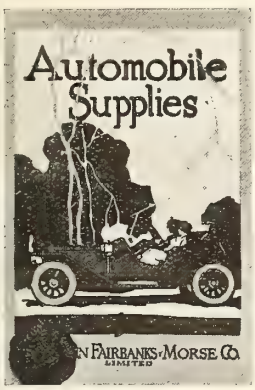
Manufactured by

The B. Greening Wire Co.

LIMITED

Hamilton, Ont. **Montreal, Que.**

Get These Two New Catalogs Before You Stock Your Automobile and Motor Boat Supplies



They are just off the press and we want every hardware dealer in Canada to be sure to get a copy at once. We carry a complete line of standard automobile and motor boat supplies at all our various Branch Houses and can ship goods the same day ordered.

The quality of these supplies is absolutely of the very highest grade, and they are of the many well-known makes that the Canadian trade demands. Not only do the manufacturers stand back of them, but we as Canadian distributors guarantee their quality.



The very liberal discounts that we allow dealers enable them to obtain a handsome profit on this business.

The extensive advertising campaign conducted in behalf of these goods makes them easy to sell.

A limited edition of these two catalogs has been published, so you had better write for your copy without delay.

THE CANADIAN FAIRBANKS-MORSE CO.

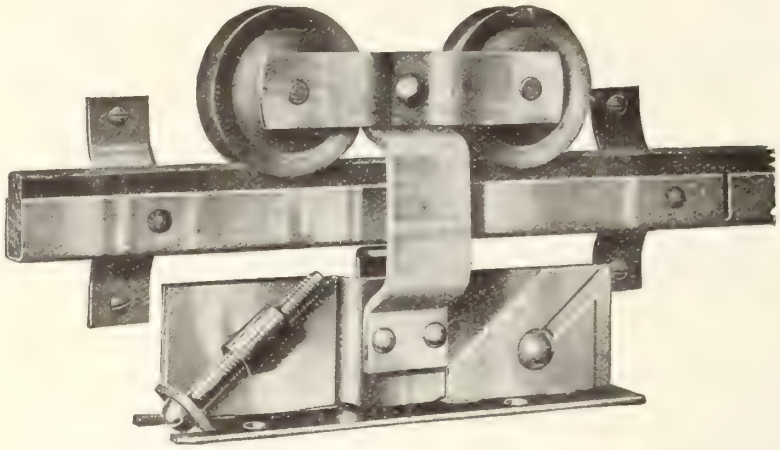
LIMITED

TORONTO MONTREAL WINNIPEG ST. JOHN SASKATOON OTTAWA CALGARY VANCOUVER

THE HATCH PARLOR-DOOR HANGER

The Popular Hanger for the Builders' and Carpenters' Trade

Low in Price
Thoroughly Practical
Easily Adjusted



Runs Silently
Runs Smoothly
Runs Easily

The Hatch Hanger is not a moth breeder

The Hatch Hanger runs on Roller Bearings

The two steel wheels run so true that they cannot touch the steel frame which encases the wooden rail that the track is made of.

Canada Steel Goods Co., Limited, Hamilton, Ontario

Makers of the Reliable CRESCENT BRAND Butts and Hinges

THE STEEL COMPANY of CANADA, Limited

HAMILTON :: ONTARIO

PIG IRON

We are now in a position to make immediate shipments of Foundry Grades of HAMILTON PIG IRON

STOVE MANUFACTURERS' SUPPLIES

of which we carry a large stock

Stove Bolts and Nuts
Iron Rivets and Burrs
Stove Rods and Stove Scrapers
Stove Pins
Stove Pipe Wire
Machine Screws and Nuts
Stove Pipe Screw Eyes
Cotter Pins

WHITE LEAD and PUTTY

DISTRICT SALES OFFICES:

Hamilton Montreal Toronto Winnipeg Vancouver
Victoria Halifax St. John

Maxwell's "Favorite" Churn

Nearly twenty years of test throughout Canada and many foreign countries have so conclusively proved the superiority of Maxwell's "FAVORITE" Churn that its sales to-day in the Dominion exceed those of all other makes combined.

The barrel is of best imported oak, finished in natural wood with silver aluminum. The roller bearings are exceptionally generous in size, easy running and durable. Frame is of angle iron and bar steel, rigid and almost indestructible.

The combined foot and lever drive illustrated is wonderfully easy, and is our standard equipment. If, however, any of your customers prefer the bow lever, we fit it with a handle adjustable to any position.

Made in eight sizes. No. 0 to No. 8, to churn from ½ to 40 gallons. Larger sizes fitted for belt drive if desired.



Combined Foot and Lever Drive

Write for Illustrated Catalogue to

DAVID MAXWELL & SONS - St. Mary's, Ont.



"The Empire Line"

Mr. Dealer

Here is a real up-to-date Cast Range. Classy finish —best of material and workmanship.

"Empire Canopy"

Made square, extended; high shelf or high closet. Six covers, 18 inch oven.

Canadian Heating & Ventilating Co.

LIMITED

WINNIPEG OWEN SOUND VANCOUVER

THE PILOT SUCCESS



Economy in Fuel Consumption

Pilot Success Furnaces are economical because they will give your customers the maximum heat value for coal consumed. Special features in construction allow them to thoroughly consume *all* fuel, utilize every heat unit and maintain an even fire at all times.

Twice the fire travel of any other furnace. Large double door permits use of big chunks of coal and wood. Dust flue to take off dust while shaking. Special radiator. Direct draft damper overcomes smoke and gas nuisance when firing.

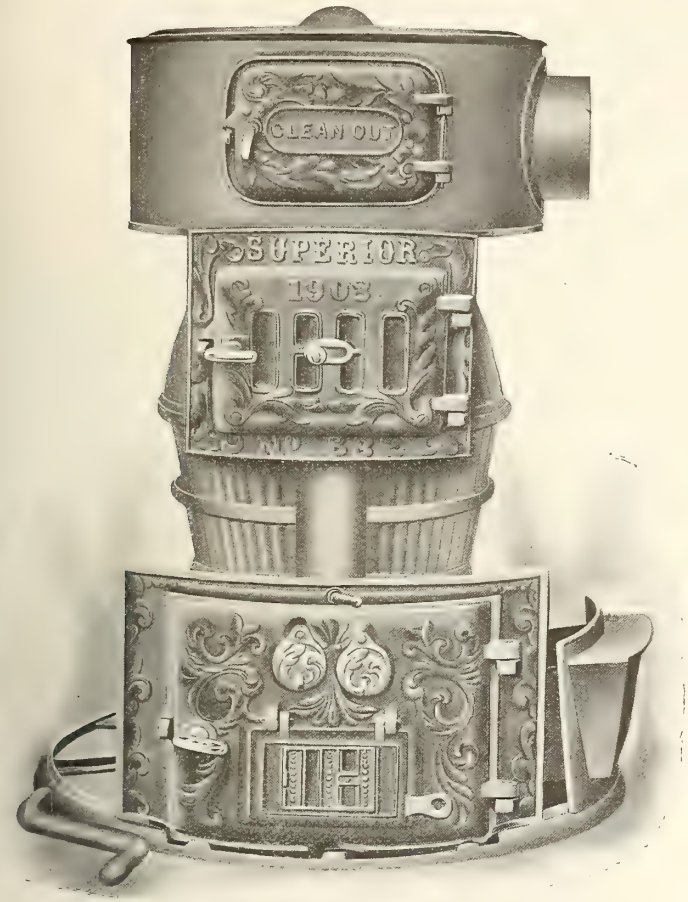
They are most practical and easy selling and specially designed to cope with Canadian winters.

THE HALL, ZRYD FOU

MANUFACTURERS OF PI

Winnipeg Branch: 288 Princess Street

Hespe



THE PILOT SUPERIOR

Perfect Distribution of Heat

The Pilot Superior Furnace has been constructed in response to the big demand for a medium priced heater capable of delivering a large volume of warm air on a very reasonable quantity of fuel.

Made with our regular corrugated fire pots and feed sections. Fitted with deep ash-pit, dust flue, new anti-clinker revolving duplex grate, and all the other features involved in the Pilot Success Furnace.

The radiator is large and powerful, having a long fire travel.

A thorough investigation of prices, margin of profits and details of construction will convince you of the advisability of selling our lines.

RY COMPANY LIMITED

TO ES, RANGES AND FURNACES

nario

Western Agencies: Reynolds & Jackson, Calgary, Alta. / W. E. Sault, Edmonton, Alta.

Just Out

CATALOGUE NUMBER NINE

A Helpful Guide to the proper selection of **"Quick Sellers"**
It illustrates **The "Best Known" and The "Best There Is"**

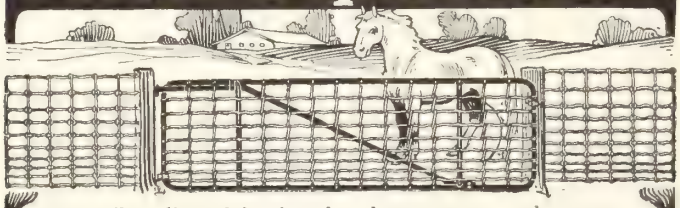
in

Power and Hand Washing Machines
Power and Hand Clothes Wringers
Mangles, Lawn Dryers, Churns, Etc.

A most profitable half-hour can be spent looking over a copy. A Post Card Brings One.

Cummer-Dowswell, Limited, HAMILTON, ONTARIO

Build Up a Profitable Fence Department!



Handle a line of fencing that does not serve only as a mere boundary line, but one that gives real fence service—one that is built strong enough to withstand the onslaughts of stock as well as the ravages of all kinds of weather. Such a fence is

Peerless Fencing

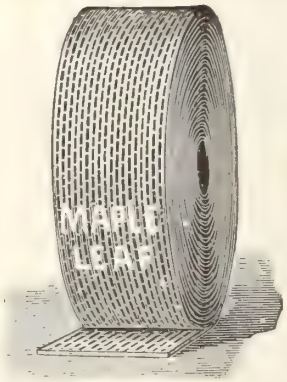
You can sell this fence with a clear conscience. You can guarantee that **Peerless** goods will give full satisfaction. We will stand right back of your guarantee, whether it be in farm fencing, poultry fence, ornamental fence, gates or any other lines we manufacture, our policy is to satisfy every customer if at all possible to do so. **Peerless** fencing is well advertised through farm papers or other mediums. It is a line that is easily sold. Having an agency for **Peerless** will sell other goods for you.

It's Made of Heavy Open Hearth Steel Wire

with all the impurities burned out and all the strength and toughness left in. Heavily galvanized. Every intersection is locked together with a Peerless clamp. Top and bottom wires of Peerless Poultry Fencing are extra heavy—extra strong. Consequently fewer posts are required. **Peerless** fencing can't sag—can't rust—can't get out of shape—can't help giving absolute satisfaction.

Send for our dealer's proposition. It's attractive. It will interest you. It's well worth a stamp. Send today.

BANWELL-HOXIE WIRE FENCE CO., Ltd.
Winnipeg, Man. Hamilton, Ont.



To The Hardware Trade

Look over your stock and send your orders in NOW for

"Maple Leaf" Belting and Belt Dressing

so as to insure delivery within a reasonable time.

Manufactured only by the

Dominion Belting Co., Limited
Hamilton - Canada

THE BANNER FURNACE



The outstanding features of a furnace are the following:

EFFICIENCY AND DURABILITY

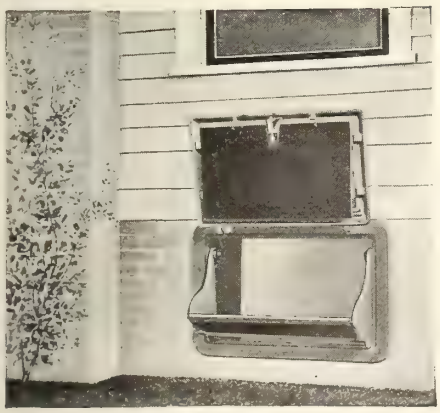
Efficiency.—It is true economy, nothing more or less, and an efficient furnace is one that produces the most heat and delivers it where it is most needed, and does not burn a particle of fuel without delivering the greatest percentage of heat.

Durability.—Every department of the Banner Furnace is built to withstand the severe test to which a furnace is subjected, and all parts with which the fire comes in contact are made of heavy cast iron.

These are the essential points that instantly attract your customers, and it is only necessary for you to prove that what you have to offer is beyond criticism and your customers will appreciate your consideration, and it brings profits your way.

Our Catalogue contains detailed description and information. May we send you a copy?

THE MAJESTIC COAL CHUTE



Chute Open

The new way by which fuel is put in the cellar. It takes the place of a window and prevents the annoyance of broken windows, demolished window frames and disfigured walls. Once installed no further expense.

Let us send you our Special Coal Chute Catalogue



Chute Closed

The Galt Stove & Furnace Co., Limited

GALT :: ONTARIO

Every Housewife Needs A Washer



The field for washers is practically unlimited. The washing machine dept. therefore should be one of the most important depts. in the store. You can make it so by stocking it with

Connor Ball Bearing Washers

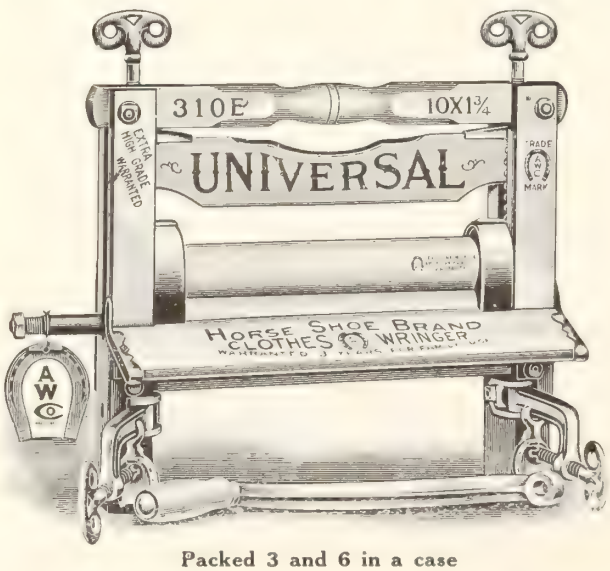
—the washers with the latest improvements. These improvements make these machines 50 per cent. more desirable than ordinary washers. Dealers report that women buy these washers on sight. Write for our new catalog.

J. H. Connor & Son
LIMITED

Ottawa : Ontario

NEW LINE

UNIVERSAL CLOTHES WRINGERS



Packed 3 and 6 in a case

Plain Bearings and Steel Ball Bearings
Spiral Pressure Springs Enclosed Cog Wheels

PLAIN BEARINGS

No. 310E	- - - -	Rolls, 10x1¾ inches
No. 311E	- - - -	Rolls, 11x1¾ inches

STEEL BALL BEARINGS

No. 317E	- - - -	Rolls, 10x1¾ inches
No. 318E	- - - -	Rolls, 11x1¾ inches

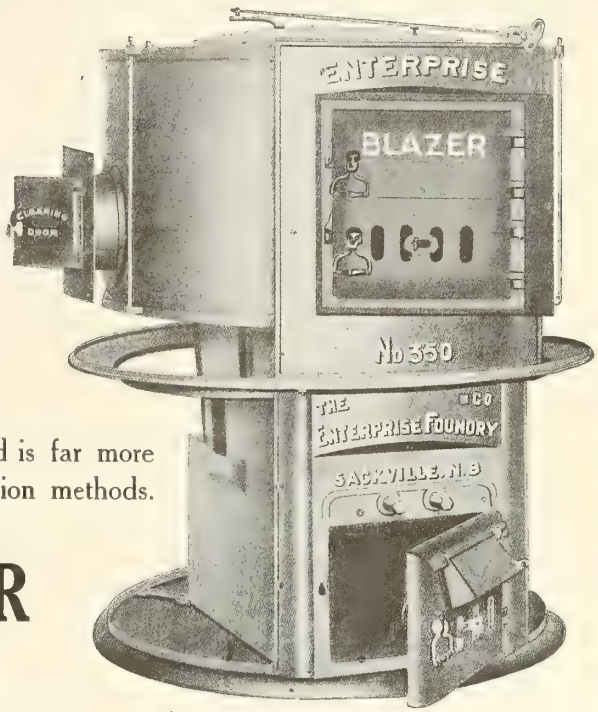
SAME STYLE MADE IN FOLDING BENCH.

Send for Catalog (T).

THE AMERICAN WRINGER COMPANY
99 CHAMBERS STREET, NEW YORK, U.S.A.

ARE YOU INSTALLING

THE CLASS OF WARM AIR HEATING THAT BRINGS YOU MORE BUSINESS WITH GOOD PROFITS?



INSTALLING THE RIGHT HEATER builds up a steady, reliable business that affords fair profits, and is far more satisfactory than getting business through price competition methods.

ENTERPRISE BLAZER

Hot Air Furnace

is a distinctive proposition with many advantages over other heaters.

THE BLAZER HAS SELLING POINTS that appeal to builders of good houses, and with the evidence of many thousands now in use in all parts of Canada, prospective customers are easily convinced that the Enterprise Blazer gives the right kind of results.

Some of Its Special Features

Patent Fire Pot — **Straight Casing**
Outside Rods — **Very Large Doors**
Direct Draft — **Convenient Clean out**
Low Down Construction — **Extra Deep Ash Pit**
Heavy Triangular Grates



Patent Fire Pot

We have recently made many improvements which make this furnace exceptionally easy to case—you know what an advantage this is. It means a saving of time and money.

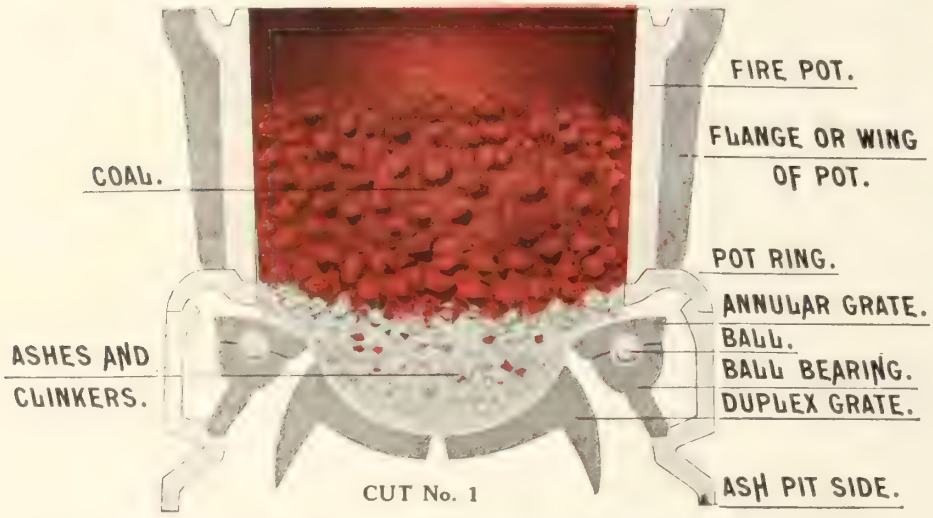
WRITE FOR PARTICULARS **ASK FOR CATALOGUE**

Enterprise
FOUNDRY CO. SACKVILLE, N.B.

Distributing Agencies:

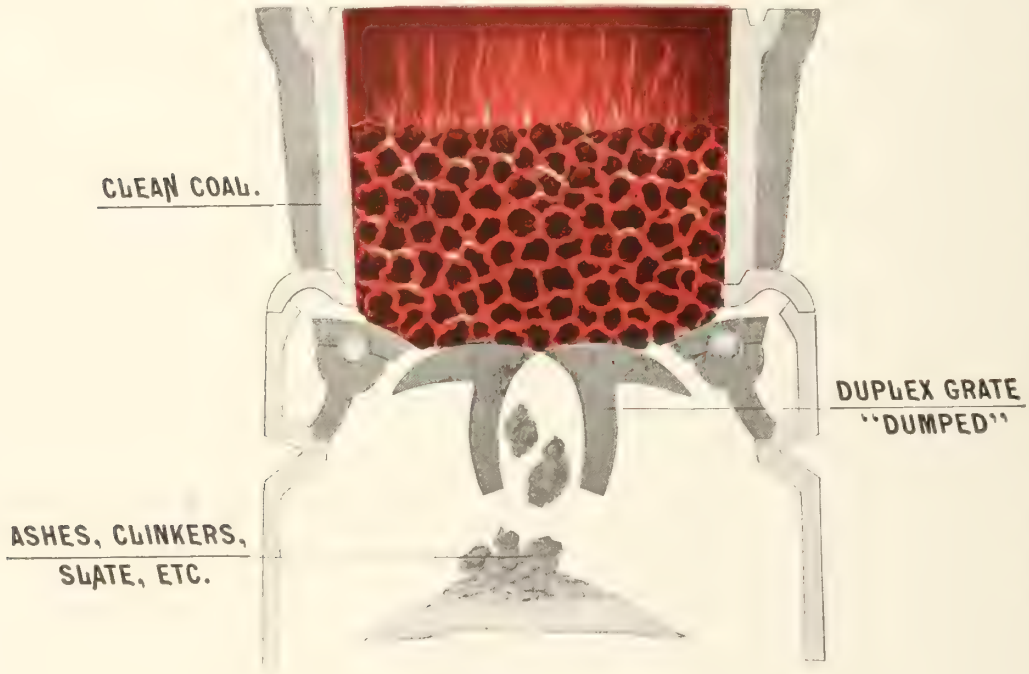
W. T. McARTHUR & CO. Vancouver B.C.	RACE, HUNT & GIDDY Edmonton, Alta.	REYNOLDS & JACKSON Calgary, Alta.	Enterprise Hardware Co. Saskatoon, Sask.

New Idea Furnaces Pay for then



CUT No. 1

This cut gives a sectional view of the New Idea Series Firepot and Duplex Grate, and shows a fire that needs attention,—just such a fire as is found in the morning. **No trouble to fix it.** Cuts Nos. 2 and 3 show how easily it is done.



CUT No. 3

The Duplex Grate has now been turned over or dumped, (this is easily done), and all ashes and clinkers have been cut out. No coal can possibly be wasted through the gate, because whenever it is necessary to attend to the fire all the coal in the duplex portion of the grate has been thoroughly burned.

Made of the best grade materials. Simple and strong in construction, and easy to erect.

Get full benefit from fuel burned. Require little attention and with ordinary care will last as long as the building in which it is installed.

Makers of

Souvenir Stoves and Ranges

Gurney Hamilton Locks and Builders' Hardware

New Idea Furnaces and Registers

New Idea Boilers and Radiators

Get our New Illustrated Catalog No. 70. It shows you the way to increase Your Furnace Profits

Successors to Gurney, Tilden & Co., Limited **HAMILTON STOVE &**

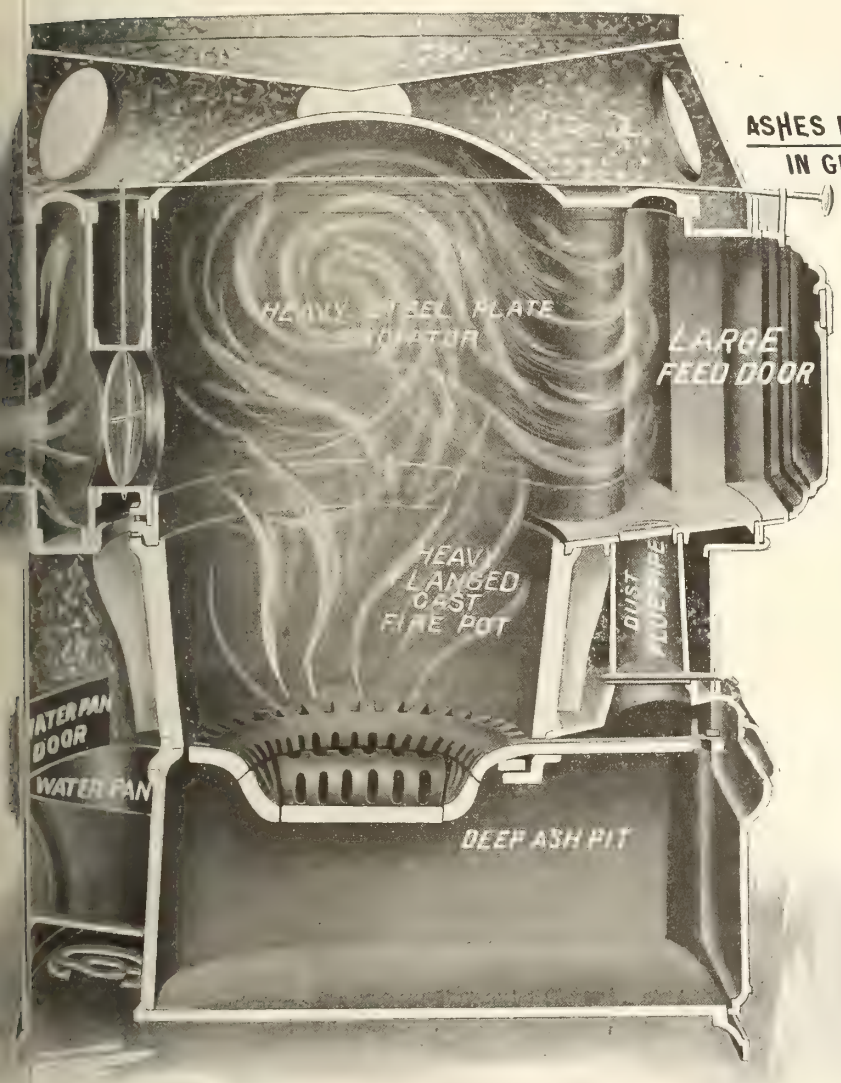
HAMILT

selves by the Fuel They Save

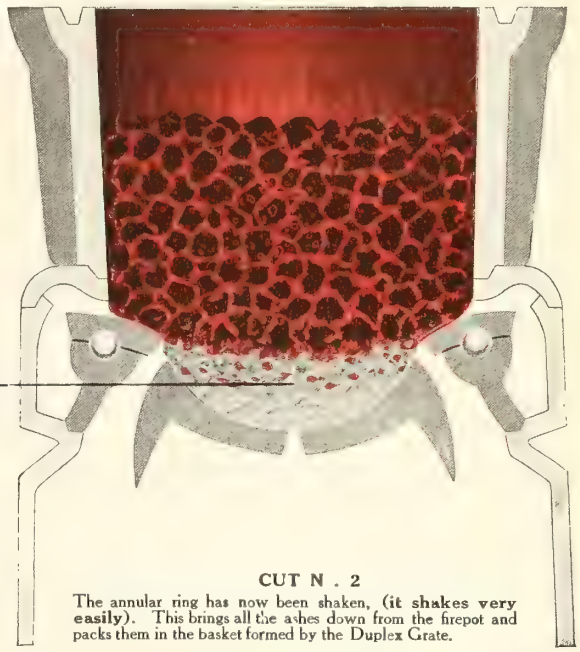
Every New Idea Furnace we sell is backed with a Five Year Indemnity Guarantee. ¶ This fact in conjunction with many exclusive features embodied in design and construction makes it a very popular seller.

The Hardware Dealer who recognizes the "New Idea" as supreme on the market to-day reaps good profits.

"A 'New Idea' examined is a 'New Idea' sold."

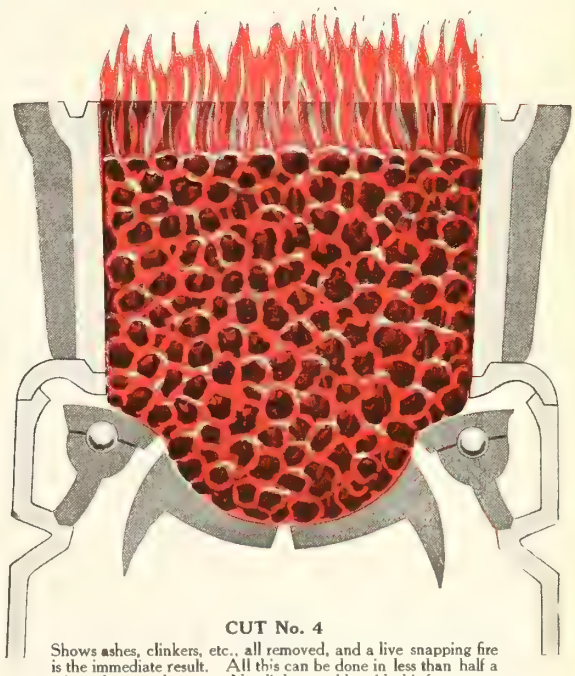


ASHES PACKED IN GRATE.



CUT N . 2

The annular ring has now been shaken, **(it shakes very easily)**. This brings all the ashes down from the firepot and packs them in the basket formed by the Duplex Grate.



CUT No. 4

Shows ashes, clinkers, etc., all removed, and a live snapping fire is the immediate result. All this can be done in less than half a minute by actual count. No clinker trouble with this furnace.

HEATER CO., LIMITED

ONTARIO

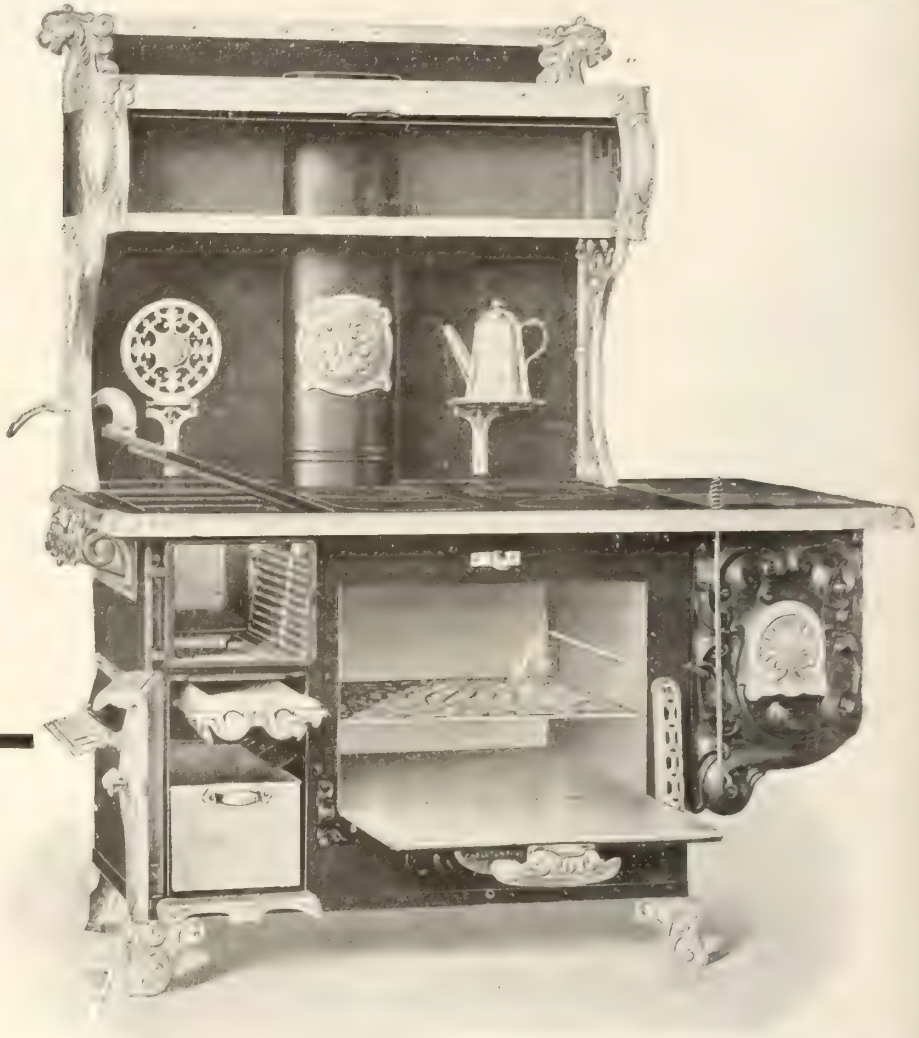
Tilden, Gurney & Co., Limited
Winnipeg, Calgary, Vancouver

The

"Universal Favorite"

Gives

Universal Satisfaction



This Range will appear in semi-plain design for the Fall Trade

Findlay's Favorite Stoves and Ranges

STAND FOR QUALITY, DURABILITY AND ECONOMY

Sold by the most successful dealers because they allow generous profits, and give good customer satisfaction.

Our line embraces a complete assortment of **STOVES, RANGES, HEATERS** for either coal or wood. A large variety of designs and a wide range of prices.

No matter what the style or price, you will find good value the dominant feature.

Write to-day for Catalogue and Prices

FINDLAY BROS. CO., LIMITED

Head Office and Works, CARLETON PLACE, ONT.
Branch House, - - - 260 Princess St., WINNIPEG

Wholesale Jobbers for N. Alberta: **REVILLON WHOLESALE LIMITED, Edmonton**

Distributing Agents: **For Southern Alberta, D. V. COPE & CO., Calgary**
For British Columbia, GEO. D. HORSMAN, Vancouver

SUNSHINE



FURNACES

The building season is now in full swing. Architects, builders and owners are busy. There are numbers of heating systems going into new and old houses in your neighborhood.

If you handle ***Sunshine Furnaces*** *you have the best opportunity of securing the business because the "Sunshine" is recognized as* ***the Furnace worth while.***

Write for particulars to our nearest branch. We will give you every assistance and all information with regard to any heating problem. The advice of our staff of heating experts is at your disposal.

London
St. John
Montreal
Winnipeg

McClary's

Calgary **Vancouver**

Toronto
Hamilton
Edmonton
Saskatoon

The FiReCo Stove Attachmet



Here is a device for which you can find a big field among those of your customers interested in the big problem of economy.

The FiReCo Stove Attachment is used for the conserving of fuel and the retaining of heat and saves anything from 40 to 80 % of fuel bills.

It keeps water boiling for hours, heats irons, makes toast and will do the cooking for a small family at a cost of less than one cent an hour for fuel.

It can be used on any flat top stove fitted with one or more removable lids.

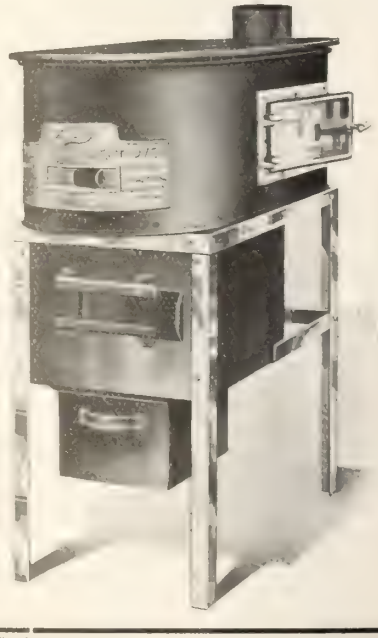
With all these distinct selling points you should have no difficulty in creating a big demand for them. Simply tell your customers you can help them reduce their fuel bills and you'll get them interested. One sale will lead to many more—all of which will be to your good profit.

The FiReCo Attachment Oven and Base

This is an oven which you can make particularly attractive to your customers at the present time. It is particularly convenient at camps, picnics or in the home where it is not necessary to heat a large range for light cooking purposes.

The FiReCo Stove Attachment oven will do the work of a small cook stove—at a greatly reduced fuel cost—and do it well.

We invite your investigation of these lines and are convinced you will find them to be a valuable adjunct to your business. It will pay you to communicate with us NOW or some other dealer in your town will be reaping the profits that might otherwise be yours.



The Fuel Economizer Company, Limited

HAMILTON, ONT.



A Hecla Furnace Agency Brings Business

HECLA FURNACES are 'Easy to Sell'

They are **well known** throughout Canada. Thousands in use have made **thousands of satisfied customers.** They are **extensively advertised**. They have **special features** that are different.

Steel Ribbed Fire Pots, Patent Fused Joints, Independent Grate Bars, etc., are special features that appeal to every man who wants a good heating system.

Write for a "HECLA CATALOGUE" and "COMFORT AND HEALTH" Booklets

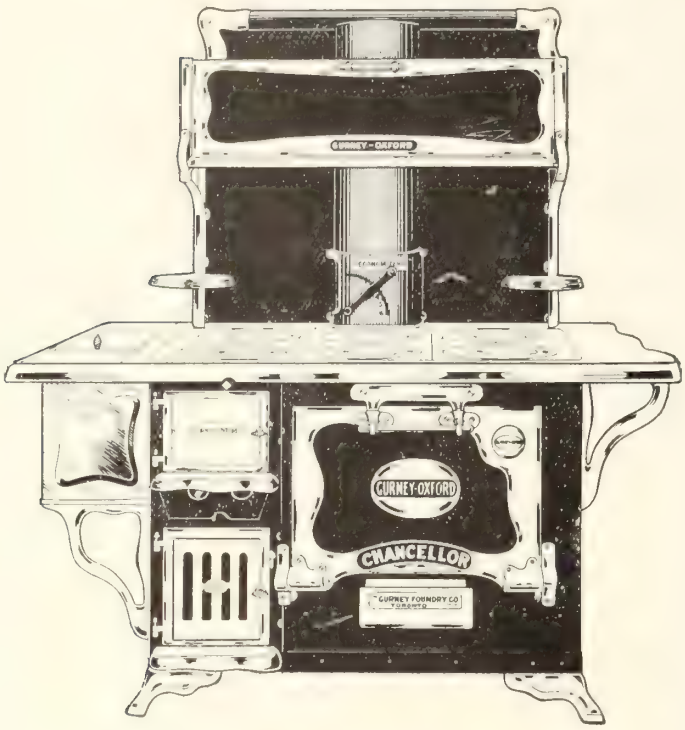
CLARE BROS. & Co., Limited

CLARE & BROCKEST, Limited, Winnipeg
REYNOLDS & JACKSON, Calgary

PRESTON, ONT.

RACE, HUNT & EDDY, Edmonton
J. M. KAINS & CO., Vancouver

The Gurney-Oxford Range



Trade Mark Reputation

For more than three generations this Gurney-Oxford oval trade mark has stood for the highest achievement in stove manufacture.

Thousands of dollars spent in advertising have so familiarized the public with this seal of quality, that customers are buying Gurney-Oxfords somewhere. Are you supplying the demand?

GURNEY-OXFORD

Your Customers will appreciate

the opportunity of inspecting the ingenious saving devices of the new Gurney-Oxford which they read so much about.

Nearly every woman knows that the Gurney Economizer works with the ease of a gas tap directing the heat with absolute control to produce perfect baking, Women to-day are demanding the convenience that only a Gurney-Oxford can give them.

The shrewd dealer is quick to fall in line with this public sentiment for he recognizes in it

Greater Profits

Co-operation is our aim. Every Gurney-Oxford dealer is given free, wide publicity through extensive advertising, interesting booklets bearing his signature, attractive window displays and every kind of selling helps. Our own trained salesmen personally keep in touch with your business, as expert advisers, and will even close important sales if you desire their services.

This is Gurney-Oxford co-operation—write for full particulars.

The Gurney Foundry Co., Limited

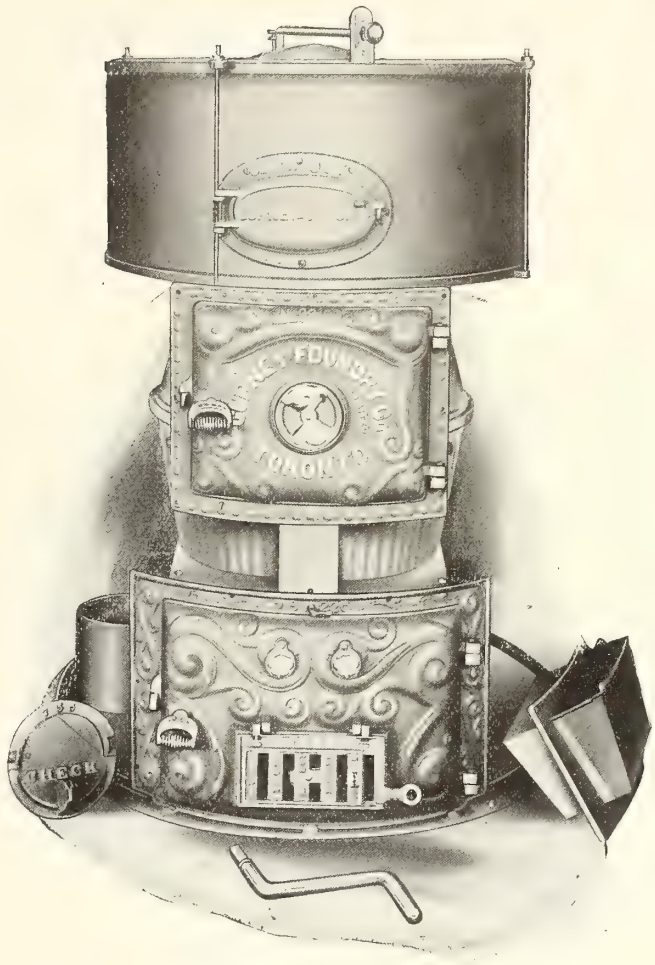
Toronto Canada

Montreal Hamilton Winnipeg Calgary Vancouver

The New

GURNEY-OXFORD

Furnace



TO the live, progressive furnace dealer, this new edition of "Gurney-Oxford" will surely commend itself. A popular demand exists for an efficient, and economical furnace, coupled with a reasonable price, that manufacturers up to the present have met with indifferent success in satisfying. This new Gurney-Oxford we can confidently say will fill all these requirements. It is the result of a series of careful and exhaustive tests, and a practical application of our accumulation of varied experience in furnace construction.

Most of the features that distinguished the popular Gurney-Oxford "600" Series, are present in this new furnace. A new, appreciable feature is the extremely capacious fire door. Another exclusive advantage is the practical arrangement of the flues of the Radiator which guarantees an even temperature throughout the house. The revolving, clinker-proof grates, which if necessary through abuse can be replaced immediately; the unusually large ashpit; and a unique water pan arrangement are other exclusive ideas that shows an advance over any other furnance.

Our new catalog very carefully explains these and other claims for the unexcelled features that tend toward efficiency, and economy embodied in our latest production. **This catalog also contains complete prices, which will probably prove the most attractive feature to you.** Several pages are also devoted to sizes and prices of registers, also a useful assortment of general information relative to furnace installation.

Just drop us a card and we will send you a copy immediately. Ask us for prices on the new 18-63 Series Furnace. You will find them exceedingly attractive.

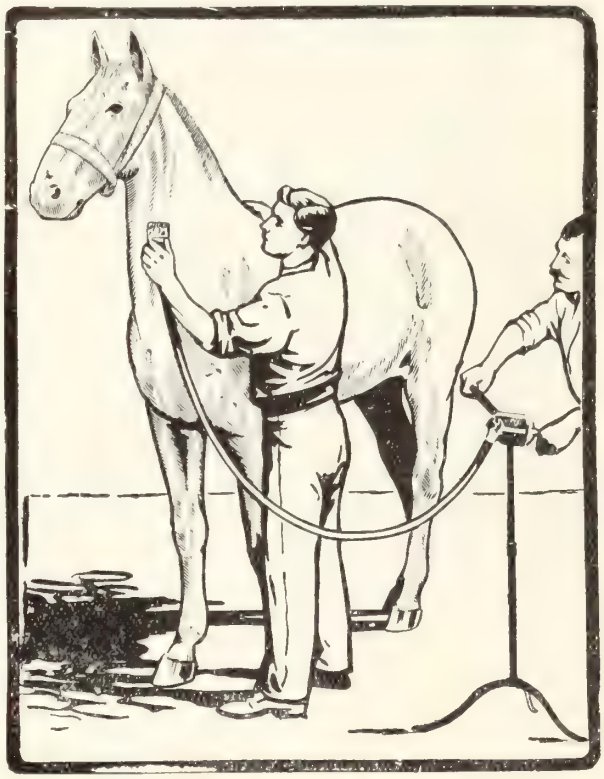
The Gurney Foundry Co., Limited

Toronto Canada

Montreal Hamilton Winnipeg Calgary Vancouver

Burman's Clippers

Will add many entries to your sales ledger if you feature them in your Store this Spring.



It pays to handle Burman's

Because the construction, finish *and price* make them fast sellers. The satisfaction which they give their users produce *repeat orders* —the kind that count.

Prompt Shipment from a Large Stock
Spare Parts always at Hand

B. & S. H. Thompson & Co.
Transportation Building
MONTREAL



Samuels' Dustless Ash Sifter

is the sifter your customers are demanding, and it will pay you to satisfy them in this respect.

They want it because it minimizes labor, permits no waste and is *positively dustless.*

A turn of the handle and ashes sift into barrel. Unburned coal drops into scuttle.

Samuels' Dustless Ash Sifter cuts coal bills in two and lasts a life time

Particulars on request

FOR SALE BY
RICE LEWIS & SON H. S. HOWLAND & SONS
KENNEDY HARDWARE CO., TORONTO
STARKE, SEYBOLD, LIMITED, MONTREAL

MANUFACTURED ONLY BY
J. SAMUELS - - TORONTO, ONT.

Metal Ceilings

SHINGLES, SIDINGS and CORRUGATED IRON

We can help hardwaremen in Western Canada to increase the volume of their trade in these lines. We supply plans and estimates and can promise prompt shipment as our goods are

Manufactured at Winnipeg

We can offer a large variety of designs and the best possible service. Push the "Home Market" idea and give us a chance to figure on your next order.

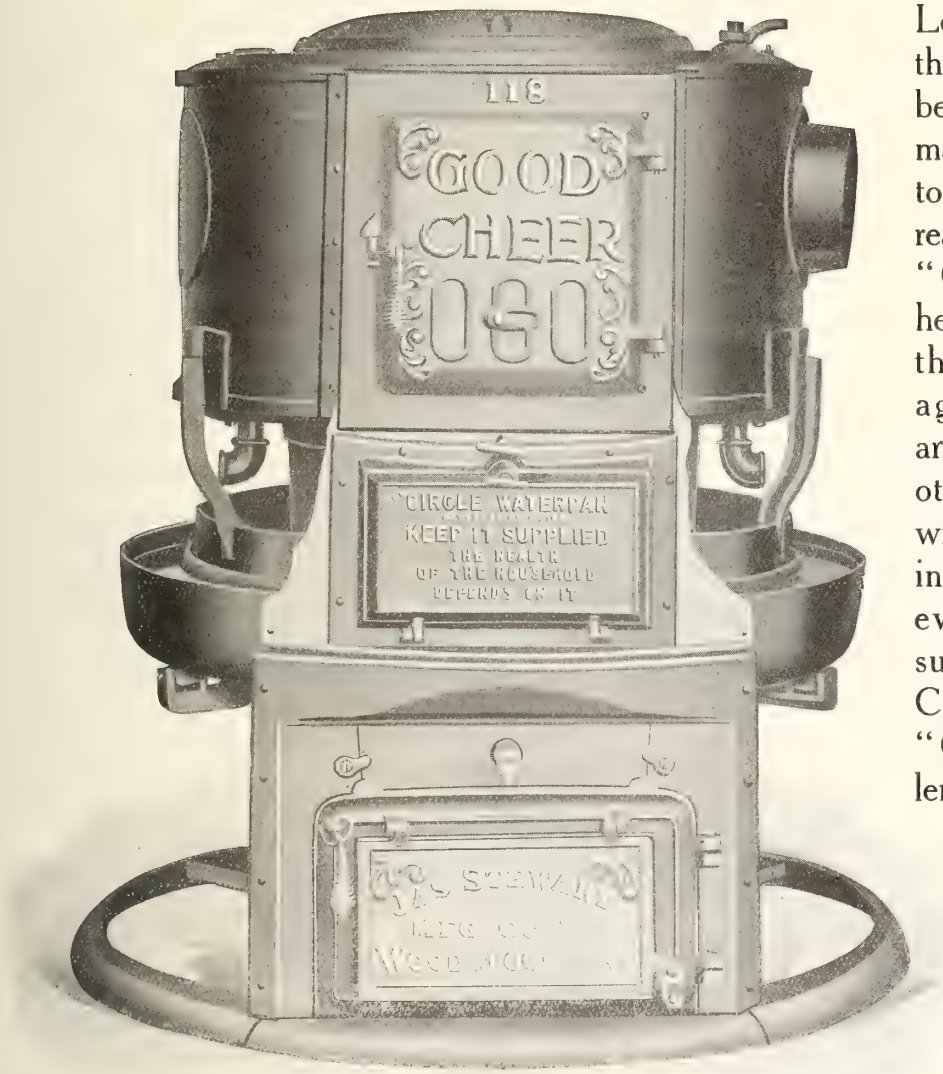
Write for catalogue and price list.

Winnipeg Ceiling & Roofing Co.
Limited
P. O. Box 2186 E. **WINNIPEG, MAN.**

"GOOD CHEER"

Circle Water Pan

WARM AIR FURNACES



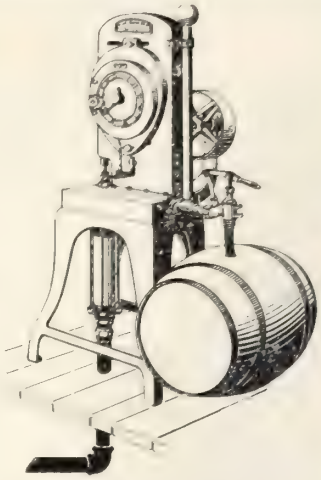
Low price installations there undoubtedly will be, but there's many a man ready and willing to pay the price for a real furnace such as the "Good Cheer" is, if he can but be shown the ultimate advantages of the better article, and there is no other furnace made with so many outstanding and convincing evidences of quality such as the "Good Cheer" presents. "Good Cheer" installers get a better margin of profit than you do—they get their price, for there is no competition in this class.

The JAMES STEWART MFG. CO., Limited

WOODSTOCK, ONTARIO

Western Warehouse **156 Lombard St., Winnipeg**

How to Fill Your Oil Barrels Accurately

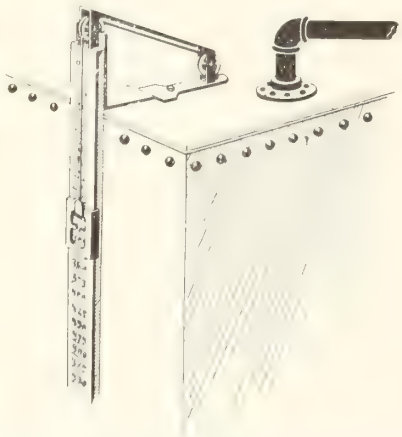


And rapidly. Just roll them under the faucet of the powerful power pump, touch the lever and leave them to be filled at the rate of fifteen or more gallons per minute. They will receive the exact amount specified—no more, no less—and the pump will automatically stop. Remove the full barrel and replace with an empty and repeat the operation.

This is only one of the many many exclusive features in a

Bowser Safe Oil Storage System

This particular system, as illustrated, consists of a specially constructed rectangular oil storage tank connected to a powerful combination suction and force pump that accurately measures in gallons and records all oil drawn. It can also be set to pump any predetermined amount from 1 to 1100 gallons and then repeat.



This pump may be used with any type "C" underground storage system and will handle any kind of paint or lubricating oil, gasolene, etc.

Evaporation, Leak, Burglar and Fireproof

Bowser Systems are made to conform to that measure of safety prescribed by the National Board of Fire Underwriters and are so labeled by the Laboratories. This is the last word on SAFETY.

Write for descriptive illustrated booklet, giving further details on this interesting subject.

S. F. Bowser & Company, Inc.

66-68 Frazer Avenue
TORONTO, ONT., CANADA

Made by Canadian Workmen and sold by Canadian Salesmen.
SALES OFFICES IN ALL CENTERS AND REPRESENTATIVES EVERYWHERE.

Original patentees and manufacturers of standard, self-measuring, hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, self-registering pipe line measures, oil filtering and circulating systems, dry cleaner's systems, etc.

Established 1885.



J.M.T. VALVES

Will add Profits, Satisfaction and Prestige to your business.

Engineers, Plumbers, Steamfitters, etc. are demanding valves that will give reliable service under severe conditions and that are free from continual and excessive repair bills.

J.M.T. Valves have been designed specially to meet these exacting conditions and are guaranteed to give the best possible service.

J.M.T. Valves are made in **Globe** (as illustrated) **Angle** and **Check** patterns—standard, medium and extra heavy weights.

Write us for illustrated catalog and discounts.

The James Morrison Brass Mfg. Company, Limited

Manufacturers of High Grade Steam and Water Goods

93-97 ADELAIDE ST. West - TORONTO



Collar Pads, Sweat Pads, Housings, Saddle Blankets, Etc.

Are all made from the famo us Ventiplex Fabric which is constructed on purely scientific principles.
They are five-p ly and porous, as readily absorbing perspiration as a blotter does ink—thus keeping the horse's neck dry and well.
Ventiplex Pads cure and prevent Gall sores, will not stretch, and are non-poisonous. They can also be washed when dirty. There is money for you in selling Ventiplex. Satisfaction guaranteed. All leading Jobbers handle and push their sale.

Burlington Windsor Blanket Co.
Windsor, Ont. LIMITED



P. S. & W. TRADE MARK TOOLS GUARANTEED

Guaranteed by The MARK of the MAKER

THAT trade-mark protects you and guarantees to your customers the fine English tool steel, high temper, sharp edges, well turned and fitted handles and fine finish of P. S. & W. Chisels and Gouges.

The largest and finest chisel line manufactured.

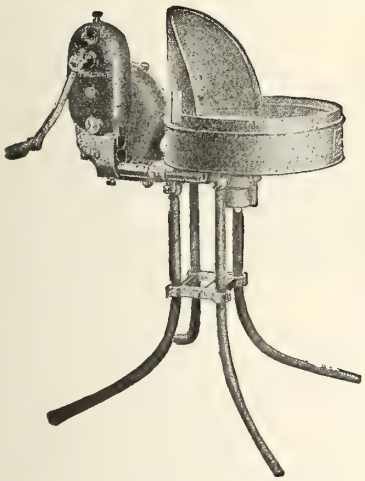
Write for Catalog 12-B, describing the largest line of mechanics' hand-tools offered by any maker.

The following jobbers handle P. S. & W. Tools and will no doubt order any tool you wish, if they haven't it already in stock. If you find it hard to secure P. S. & W. Tools, write us.

Calgary—J. H. Ashdown Hdwe. Co., Ltd.; Wood, Vallance & Adams, Ltd. **Hamilton**—Wood, Vallance, Ltd. **London**—D. H. Howden & Co., Ltd.; Hobbs Hdwe. Co., Ltd. **Montreal**—Caverhill & Learmont; Frothingham & Workman, Ltd.; L. H. Heberte & Cie, Lte.; Lewis Bros., Ltd. **Saskatoon**—J. H. Ashdown Hdwe. Co., Ltd. **Toronto**—H. S. Howland Sons & Co.; Kennedy Hdwe. Co., Ltd.; Rice, Lewis & Son, Ltd. **Winnipeg**—J. H. Ashdown Hdwe. Co.; Merrick-Anderson Co., Miller-Morse Hdwe. Co., Ltd.; Wood, Vallance Co., Ltd.



The Peck, Stow & Wilcox Co.
MFRS. of Mechanics' Hand-Tools, Tinsmiths' Machines, Builders' and General Hardware
Established 1819
Address 28 Murray St., New York, N. Y., U. S. A.

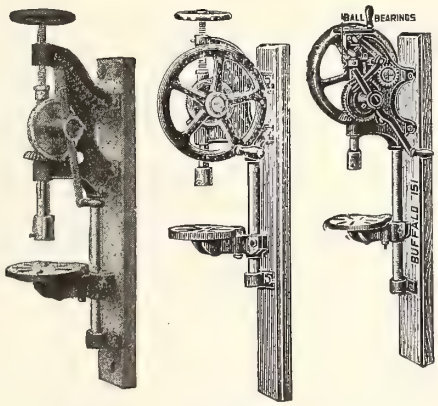


No. 625

The World's Standard River Forge. Has full size 12-inch blower, operated by crank. Will last and do good work years after other forges are worn out.

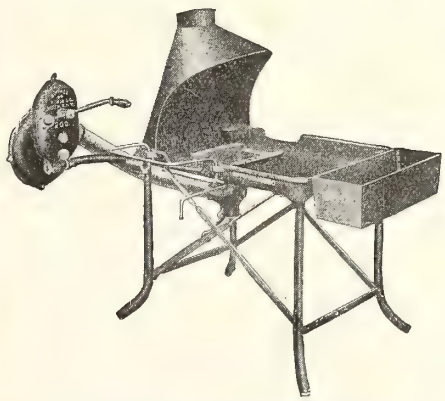
"MADE IN CANADA"

Catalogue No. 144 on request



No. 149 No. 150 No. 151

Buffalo Ball Bearing Post Drills. We make a complete line for Blacksmiths, Horse Shoers, Farmers, etc.



Buffalo Forge No. 650 with the Famous "200 Silent Blower," 1911 model

"Buffalo"

Forges, Blowers, Drills *and* Exhaust Heads

The eyes of every user of blacksmith tools are upon the "Buffalo" l ne. If you want to travel a o g the line of least resi tance. offer your customer the "Buffalo" forges, drills, blowers. punches, shears and other b acksmith t ols. Ask us for cataloge and information which will bring to you trade which may now be passing by your door.

Canadian Buffalo Forge Co., Limited
MONTREAL



Buffalo Exhaust Head

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

There's a Good Sale For Them

Manufactured solely by

Gutta Percha & Rubber, Limited

Successors to

The Gutta Percha & Rubber Mfg. Co. of Toronto, Limited

TORONTO MONTREAL WINNIPEG
CALGARY VANCOUVER



It's High Time To Order

Gem *and* Blizzard Freezers

They are always in demand and well advertised. They are easily sold and stay sold, which means a good net profit to the dealer.

They have been faithful and satisfactory public servants for over a quarter of a century.

They bring trade and help to keep it.

Your Jobber can supply you.



North Bros. Mfg. Company

PHILADELPHIA, PA.



You Can Make Profits

Your interest in our products lies in the fact that they are ready sellers. They are ready sellers because their high quality is universally recognized.

Wire Nails, Bale Ties, Baling Wire and Staples

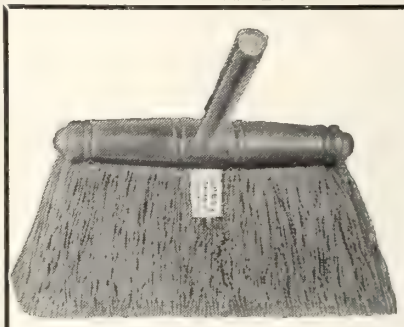
Every article we make is made up to our own standard, and nothing short of absolute correctness suits us.

MADE IN ALL STANDARD GAUGES

Let us send you details and discounts

The Laidlaw Bale-Tie Co., Limited

Geo. W. Laidlaw, Vancouver, B.C. — Hamilton, Ont. — Harry F. Moulden & Son, Winnipeg, Man.



Dustless Fl or Polisher

Made safe from Marring Room or Furniture —No. 1, 10 in. head, $1.50. No. 2, 14 in. head $2.00.

You can Interest Every Housewife with Tarbox Brand Chemically Treated Dry Dusting Mops and Cloths

These mops and cloths are so treated that they absorb and hold dirt until thoroughly washed out in soap and hot water.

As long as the fabrics last, the absorbing and polishing qualities are retained.

We cannot recommend this Polisher too strongly for walls and ceilings.

Your Jobber can Supply You.

TARBOX BROTHERS, TORONTO ONTARIO

Keeping Everlastingly At It

That's what we're doing.

We are "always on the job"—we never let up—advertising—following up—selling—after trade all the time.

That is why the dealers who handle

Pease
HEATING SYSTEMS

are sharing our success in a most unusual degree. When we advertise—the customer is attracted to the dealer's store—we help them to sell our goods.

But that is not all, to back up the advertising we have follow up systems, complete information is supplied to our dealers, travellers and offices concerning all prospects.

Also ingenious methods are used to remind and influence the prospect. These systems aid the dealers very materially in making sales.

"Quality" and "Pease" have been synonymous for many years. To this we add aggressiveness—originality and perseverance. That is the reason our already large sales are growing every year.

If you wish to be one with us let us have your

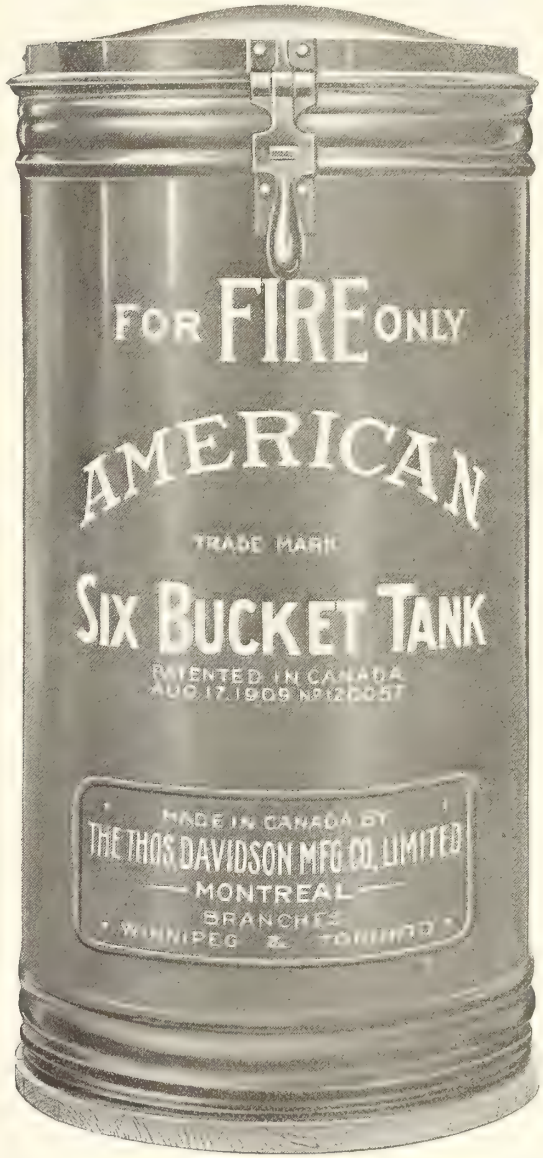
ORDER EARLY
It helps both of us.

PEASE FOUNDRY COMPANY
LIMITED

Works, BRAMPTON Head Office, TORONTO
Branches, Vancouver, Winnipeg, Hamilton, Montreal

THE
American Six Bucket Tank

CONTAINS
SIX FILLED BUCKETS READY FOR INSTANT USE.
EACH PERSON CAN CARRY TWO TO THE FIRE.



In Buying Fire Appliances It Is Cheaper To Avoid Mistakes Than To Correct Them

In The American Six Bucket Tank *Modern Engineering Skill* has been completely successful in overcoming the difficulties experienced with older Types.

NEVER GETS FOUL OR OUT OF ORDER and can be made Frost Proof at 45° below zero

The Thos. Davidson Mfg. Co., Limited
MONTREAL
TORONTO and WINNIPEG



Duplex Double-Acting Power Pumps

3 to 60 gallons per minute capacity.

Deep Well Power Heads

6", 8", and 12" Strokes

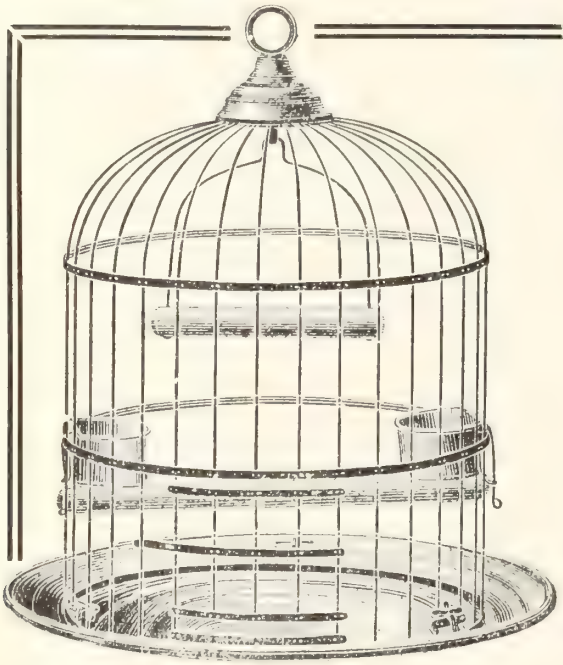
All pump parts are made to gauges, jigs and templates, and are interchangeable. Especially desirable where quiet running and low cost of operation are essential.

DAYTON WATER SYSTEMS

We desire trade arrangements with responsible dealers. Catalog on request.

The Dayton Pump & Mfg. Company, Dayton, Ohio, U.S.A.





PARROT CAGES

All Sizes Styles Prices

Also Canary Cages, enamelled or brass. Lark, Robin, Mocking Bird, Parroquet Cages.
Store Cages, Wall Cages, Breeding Cages, Trap Cages, Travelling Cages.
Cages for Squirrels, White Mice, White Rats, and small animals.
Chicken coops for exhibition purposes.
Bird Baths, Food Cups, Water Bottles, and all Cage Trimmings.

Largest Manufacturers of Cages in the Dominion
Write for our Bird Cage Catalog

E. T. Wright Co., Limited - Hamilton Canada

Every Progressive Hardware Dealer Should Stock the "BAYARD" Automatic Pocket Pistol



The "Bayard" 32 cal. pocket pistol is only $4\frac{3}{4}$ in. long, $3\frac{3}{8}$ in. high, $\frac{7}{8}$ in. thick, weighs about 16 ozs. and has an initial velocity of 837 ft. per second; will penetrate 4 inches of pine at 10 yards, and 3 inches of pine at 100 yards. Insist on your jobber supplying you with the "Bayard," or

Write for Descriptive Booklet

McGill Cutlery Co., Reg'd, P. O. Box 580, Montreal, Canada

Let us help you build a reputation for selling good glass

Supply customers with

"Crown" Brand Sheet Glass

You'll be delighted with the satisfaction it gives and the repeat orders you get for it. Glaziers, painters and decorators who have used it once, invariably specify "Crown" Brand Sheet Glass because it gives lasting satisfaction wherever it is used.

What's more — we're continually advertising "Crown" Brand Sheet Glass in the Painters', Decorators' and Builders' Trade Journals.

Write us for circulars to send out to your local trade. We'll supply them free, imprinted with your name and add ess.

"Consolidated" stands for everything that's good in the Glass Industry.

The Consolidated Plate Glass Co.
of Canada, Limited

Phone Coll. 8000
Private Branch Exchange connecting all departments

241 Spadina Ave.
TORONTO

Black Jack

Sold by all Jobbers



3/4 lb. tins
3 doz. in case

Quick Clean Handy



Buy "MEAKINS" when You Buy Paint and Varnish Brushes

They are always reliable, and they are always the same. They are made by the best male workman, using the latest and most perfect machinery, in an up-to-date factory, built for the purpose. It pays to supply your customers with the best tools—"Meakins" Brushes are the best.

Write for our illustrated catalog

MEAKINS & SONS, LIMITED HAMILTON, ONT.

Warehouses:—Toronto, London, Winnipeg **Meakins Brush Co., Limited, Montreal**







Do you handle Belleville No. 99 Cylinder Night Latch? If you will ask your jobber for it and compare with any Night Latch on the market at the same price, you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.

HIGH GRADE BUILDERS' HARDWARE

The Kind That Brings Repeat Orders

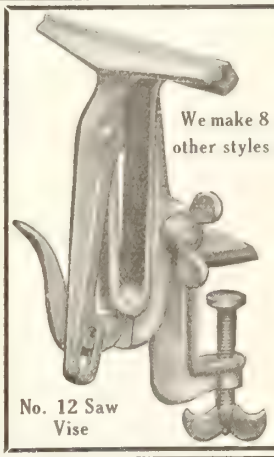
We manufacture a complete line of guaranteed

BUTTS HINGES
HASPS STAPLES
NAILS ETC.

and our long established reputation stands behind our guarantee. Send us a trial order and test the selling qualities of our goods.

Write for a Catalogue to-day

COWAN & BRITTON
LIMITED
GANANOQUE, ONTARIO



We make 8 other styles

No. 12 Saw Vise

STOVER'S "IDEAL" HARDWARE

Stover's Ideal Hardware has been perfected by many years of experience. The name "Ideal" is a guarantee of the highest quality. The following are a few of the goods shown in our **new catalogue.**

Fire Place Fixtures	Meat Broilers	Dampers	Lamp Brackets
Waffle Irons	Soldering Sets	Damper Clips,	Harness Hooks
Lemon Squeezers	Steak Hammers	Lifters and Pokers	Pulleys (all kinds)
Ice Picks and Shaves	Mop Sticks	Registers	Latches
Griddles	House Numbers	Saw Vises	Double-Acting Hinges

SEND TO-DAY FOR OUR NEW CATALOGUE

Stover Mfg. Company 732 East Street **Freeport, Ill.**

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863 INCORPORATED 1895

Twelve Medals of Award at INTERNATIONAL Expositions

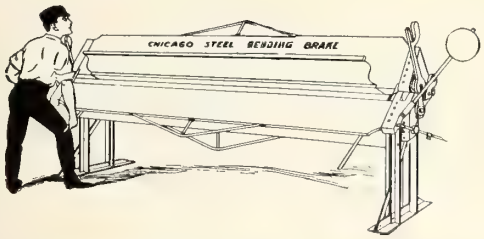


Special Grand Prize GOLD MEDAL Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.



Chicago Steel Bending Brakes

(Made in all sizes)

Have solved the Sheet Metal Bending Problem and are of inestimable value in sheet metal workshops.

Have been in use for several years by big U.S. Trusts and Corporations.

Installed in nearly ten thousand workshops, and are found to be indispensable.

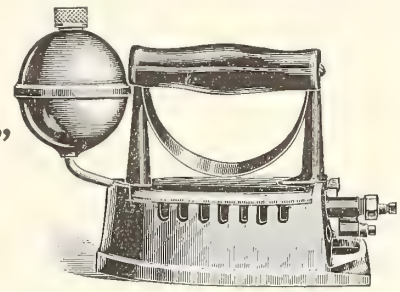
Not "cheap," but give the very best value for true economy.

Attractive Catalogue and Price List upon request.

The Steel Bending Brake Works
LIMITED
Chatham, Ontario

The Ideal Self-Heating Sad Iron

This is the Iron that has met with such success in the States, it is being manufactured in Hamilton, Ont., from which place orders will be filled on and after April 1st, 1913.



"IDEAL"

The Iron That Heats Itself

In the Spring and Summer, when the stove isn't running with all flues open, and ironing day comes round, the housewife is ready to listen to the story of the iron that heats itself.

There's no better ironer than the **"Ideal."**

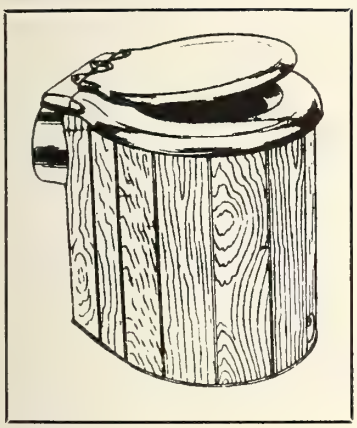
There is no cheaper heat-getting method than that of the **"Ideal"** gasoline fuel and generator.

"Ideal" will sell — It's the best thing the housewife can buy. You can guarantee it.

Write us for prices or ask your jobber.

THE IDEAL SAD IRON MFG. CO.
HAMILTON, ONT., on and after April 1st, 1913

NOTE:—We have been delayed ten or fifteen days in filling orders from Hamilton, by reason of the brass mills failure to get us tubing on time, as agreed, as the tubing we use, connecting tank and generator is special and cannot be bought in stock.



Something Different to the Regular Chemical Closet

Kendrick's Aerated Dry Closets

Are healthy, comfortable, durable and economical
The only absolutely odorless dry closets on the market

No waterworks or sewerage required
No offensive burning out
No polluted matter to be carried out

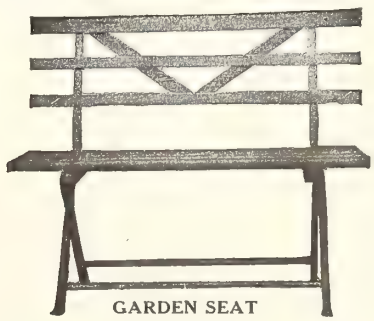
It's an easy paying proposition for you, Mr. Dealer, and worthy of your consideration

Write for attractive booklet giving full description

SUPERIOR SUPPLY CO., Limited
Hagersville - Ontario

Here is a Winner

The Garden Seat here illustrated is one of our most popular Summer sellers. Made of good strong Beech it absolutely defies rough usage.



GARDEN SEAT

Many Dealers find these Stratford Garden Seats their most profitable Summer lines. You will too if you display them and push them a little.

Let us send you our new illustrated catalog of Ladders, Lawn and Camp Furnishings, Woodenware, etc.

The Stratford Mfg. Co., Limited
STRATFORD - Ontario

Represented by

Maritime Provinces—J. H. Hanson-Tilley Co., Ltd. - Montreal
Quebec—James S. Parkes - - - - Montreal
Ontario—Roy E. Harris - - - - Stratford
British Columbia—Martin, Finlayson & Mather, Ltd. Vancouver

Nationally Advertised Goods *versus* The Mail Order Trade

Address delivered by Weston Wrigley, Secretary Ontario Retail Hardware Association, Toronto, before the Toronto Ad. Club, May 20, 1913.

To understand the trade paper and its place in assisting the selling departments of manufacturing and wholesale institutions, it is necessary to review the changes which have been and are taking place in the methods of merchandising.

Half a century ago, the merchant used to go to market once or twice a year and buy all his season's requirements of goods. Credits were long and profits correspondingly large. As the country opened up and competition became more keen, and as the manufacturing industries developed, stocks of goods were easier to procure, and it became unnecessary to buy in such large quantities. Instead of the dealer coming to market, the market, through the medium of commercial traveller, went to the dealer.

The dealer, having lost the educational advantages of buying at first hand from the manufacturer or wholesaler, found himself in need of some means of keeping informed regarding prices and new lines of goods being introduced. The market bulletin, the forerunner of the modern trade paper, therefore, came into existence and supplied this want.

The Problem of Distribution

The merchandising problem of to-day, however, is the problem of distribution, and the retail merchant who develops his selling organization and succeeds in getting the largest turnover, is the merchant whose trade is sought after by manufacturer and wholesalers, they being only too anxious to give him the advantage of their lowest prices in order to secure his trade. The wise merchant, therefore, does not waste time in haggling over prices, but secures as many special agencies as possible of nationally advertised and price-maintained goods, and concentrates the efforts of his staff upon developing new plans for increasing the volume of his sales.

Trade papers are now paying less attention to market reports and greater attention to articles on store salesmanship, methods of advertising, arrangement of goods, development of special selling plans, reviews of new lines of goods, etc. The modern trade paper is well printed and aims to secure a thorough circulation, including both merchants and clerks, publishers of trade papers aiming to make merchants of storekeepers and salesmen of clerks.

Trade papers undoubtedly save the time of the salesmen in introducing new lines of goods to retail merchants, and as an aid to salesmanship their existence has been justified. They have also on many occasions proved of value in helping the merchants scattered through the country in organizing and acting unitedly in preventing the enactment of legislation which would be injurious to the merchants and residents in the smaller towns and villages and farming community. Large mercantile interests in the cities can more readily exert political influence than the merchants scattered over hundreds of miles of territory in small communities, and as the prosperity of any country is largely dependant upon the development of the rural sections, the trade paper undoubtedly has a mission to perform in binding together the merchants engaged in different classes of trade.

Centralizing Trade in the Cities

Manufacturers of trade marked and nationally advertised lines of goods are also interested in curbing the tendency towards centralizing trade in the larger cities, as it is well known that the large mail order houses are becoming manufacturers as well as retailers, and as they increase the volume of manufacture of their own brands of goods the sale of articles made by national advertisers must suffer a decrease. Trade papers are performing a service to manufacturers of trade mark lines by assisting in the maintenance of their national market. An increasing number of advertisers are using the trade papers to educate the merchants and clerks regarding the selling points of their goods, considering this class of publicity equally as necessary as the use of daily papers, magazines, farm journals, booklets, billboards, demonstrations, etc., to interest consumers and bring buyers to the retail stores where their lines are on sale.

The recent establishment of a magazine known as "Good Storekeeping," by the publishers of "Good Housekeeping," indicates the growing importance of the retailer in the scheme of distribution in the minds of the manufacturers of nationally advertised articles in the United States. "Good Storekeeping," like the "Saturday Evening Post," is co-operating with the trade papers in making retailers more familiar with the advertising manufacturers of branded lines are doing.

Effect on the Small Towns

Canadian census of 1911 shows that 158 towns and villages in Ontario, Quebec and the Maritime Provinces actually decreased in population during the preceding ten years, although this was the period of Canada's greatest growth. Even in Canada the movement of population is cityward, with its resultant quota of slums, crimes and bargain sales.

A traveler returning from the Maritime Provinces recently told of thirty of his customers having gone out of business in one year and another traveler told of fourteen hardware stores being offered for sale on one trip between Guelph and Owen Sound. Yet a few magazines and some daily papers carrying mail order advertising are agitating for an extended parcels post system, claiming that it will benefit the farmers.

Decreasing the number of merchants in rural districts means a lowering of property value, decreased assessments, poorer schools, churches and opportunities for education and entertainment. It means poorer roadways and more calls upon the Provincial and Federal Governments for assistance. Mail order houses do not pay any taxes in country districts—nor their fair share of taxes in cities.

Effect on Advertisers and Country Publishers

Fewer country stores means fewer retail customers for manufacturers who do national advertising. A reduction of the number of buyers means keener competition, more quantity buying, lower prices, smaller margins of profit and a lessened opportunity to establish and maintain re-sale prices. A narrowing market for the manufacturer means a reduction in the amount of national advertising and as the mail order houses prefer to use the cheap dollar editions of the metropolitan dailies, placing the business direct, the country weeklies, small city dailies, and the advertising agencies will share in the loss.

Mail order houses are in business for the profit there is in it, and they find greater profit in selling a brand of goods they control than in selling quality goods backed by the manufacturer's guarantee. Very few nationally advertised articles are listed in mail order catalogues. In the largest Canadian mail order catalogue about two pages out of over three hundred are given to featuring nationally advertised lines. There are several widely advertised brands of paints, for example, but they are not advertised or sold by mail order houses.

Price is the first consideration with mail order houses and their advertising policy is to lead consumers to believe that they sell cheaper than competing merchants. But, as a rule, the articles sold at lower prices are correspondingly low in quality. Misrepresentation is common in United States mail order catalogues, by over-drawing illustrations and descriptions of goods, but the policy of Canadian mail order houses is not so objectionable in this respect, possibly because our business principles are more a reflection of British than American ideas.

Short-sighted Policy of Manufacturers

As 90 per cent. of the goods sold at retail are sold by merchants, instead of mail order houses, there is a danger of manufacturers killing the goose that is laying their golden egg, by conceding too much to the mail order buyer with the ready cash. The retailers in the United States are already up in arms against the practice of giving an extra 10 per cent. or more to mail order houses. The retailers are demanding to be put upon the same price basis or they, too, will establish their own factories. With mail order factories and retailers co-operative factories, the manufacturers' market will be further narrowed and the resulting competition will tend towards a lowering of the quality of goods sold to the public.

It would be folly to deny that mail order houses have not won a place in present day merchandising and that they will increase their sphere of activity unless town and country merchants adopt new methods to win and hold the trade of possible customers in their various communities. The mail order house is here to stay, it has done and will do good in forcing competitors to brush up their selling methods.

Parcels Post Unfair to Country Dealers

But the mail order merchant should pay his fair share of taxation and he should not be given special legislative privileges. The proposed parcels post system, if on zone system, gives the country retailer a gambler's chance to hold a share of his trade, but if the c.o.d. system is tacked on, as Postmaster-General Lemieux tried to "put it over" six years ago, and as U. S. Postmaster-General Hitchcock did "put it over" on the last day of the Taft administration, the dice are loaded against the country merchant, and every postoffice is made a branch of the big city stores.

Manufacturers who are wide-awake enough to take advantage of the publicity methods of to-day ought also to be farseeing enough to recognize that their future success, like that of the property-owning farmer, lies in helping to establish a rational merchandising system, in which retailers will construct their business upon the foundation of nationally-advertised goods, the quality of which is backed by the manufacturer's guarantee. National advertising provides the trade wind with which retail merchants can with greatest success and easiest endeavor sail their business into the harbor of Success and, on the other hand, not mixing with the metaphors too much, the town and country retail trade is the stream offering the least dangerous rapids for national advertisers to navigate through.

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOLUME FIVE | TORONTO, JUNE, 1913 | NUMBER SIX

PUBLISHED ON THE TENTH OF EACH MONTH BY

THE COMMERCIAL PRESS, LIMITED

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Hardwaremen Getting Enthusiastic.

While the annual convention of the Retail Hardware and Stove Dealers' Association to be held in Ottawa next year is seven months distant it is becoming more and more apparent that the selection of the capital was a wise move.

A pronounced enthusiasm is already developing; and it is not confined to the Province of Ontario either. It is spreading among hardware dealers in other parts of the Dominion, and particularly among those in the Great West. They want to be in Ottawa to see the "wheels go round."

The convention ought to draw a large number of dealers wherever it is held. The experience at Hamilton last year leaves that beyond all question. But to be in Ottawa when Parliament is in session, and to be able to reach there at such a low transportation rate and to stay at such a low cost, is certainly an unusual privilege.

Next year's convention promises to be more representative of the hardware trade of Canada than any previous gathering in any part of Canada.

It is no wonder that enthusiasm is developing at an unusually early day.

A little more effort will usually bring a little more business.

Parcel Post in Sight.

Parcel post promises to be a live issue in Canada very shortly, a resolution favoring the principle having been introduced in the House of Commons by Hon. Mr. Pelletier, Postmaster-General.

Just how far reaching the system will be is not revealed by the bill that is now before the House of Commons. All told the bill, as printed, only consists of twenty-seven lines. Clause 2 declares that parcel post shall be for the "conveyance of parcels of all kinds, including farm and factory products." Clause 3 declares that, "No parcel to be carried by post shall exceed eleven pounds in weight or be greater in size than seventy-two inches in length and girth combined."

The stipulated length of the parcel is the same as that obtaining in Great Britain, the United States and many other countries where parcel post exists.

The rate is not stipulated in the bill. That is to be determined, according to clause 5, by the Postmaster-General. Under the present regulations the weight of a parcel is limited to five pounds and the rate is sixteen cents a pound. In size the package must not exceed thirty inches in length or twelve inches in width or depth.

In Great Britain the rate runs from six cents for one-pound parcels up to twenty-two cents for an eleven-pound package. In the United States, under the zone system, the rate runs from five cents per pound within the first zone with three cents for each additional pound to twelve cents per pound and twelve cents for each additional pound when mailed to any point outside the seventh zone. In other words a cent per pound is added for every zone.

Money may be tight, but Canada is still enjoying a growing time.

Will It Be Radical?

It will not of course be possible to ascertain in detail the character of the proposed postal law for Canada until it has passed the House of Commons and the Senate and the regulations governing the same have been put in force by the Postmaster-General, but judging from the remarks made in the House in January last by the Postmaster-General we do not anticipate a very radical system. For instance when replying to Hon. Mr. Lemieux he did not show himself to be a very warm advocate of the idea. He said, "It bristled with difficulties"; that parcel post should not be introduced for the purpose of bringing about a rate war with the express companies, and that the postoffice authorities at Washington had discovered since January 1, had "been surprised at the weight and importance of the newly born child." He furthermore declared that the first duty of the Post Office Departemnt was to take care of ordinary mail matter.

Hon. Mr. Pelletier, it will be remembered, is a graduate of the general store. He. therefore, doubtless has the storekeeper's view of the matter. It is to be hoped

he has. But we shall not know for a certainty till he has put his regulations into force.

If the regulations follow the lines of the parcel post law in the United States, and particularly in regard to its zone feature, they will not be as favorable to the mail order houses as they might otherwise be. Naturally the more unfavorable they are to the mail order houses the less harmful will they be to the dealers in the towns and villages throughout the country.

Any system of parcel post which makes it more difficult for the country retailer to hold his home trade will naturally be a bad thing for the town as well as for the merchant who does business therein.

This is a fact which has not yet been brought home sufficiently to the minds of our legislators. Now is the time for retailers to do so. A letter from every retailer in every constituency to the representative of that constituency and to the Postmaster-General might do a great deal of good.

Hon. Mr. Lemieux told the House a few months ago that opposition to parcel post came not from the country storekeepers but from the express companies. Show by the letters you send in that he was mistaken.

Write now.

While money is tight it will be better for business men to navigate under reefed sails.

The Saskatchewan Convention. One of the first things that probably impresses itself upon those who read the report of the first convention of the Saskatchewan Retail Merchants' Association is the practical character of the subjects which were under discussion.

The proceedings were not dominated by men with axes to grind or fads to flourish.

The delegates had come together to talk business and organize. And they performed well the tasks toward which they had set their faces.

It is quite evident that the programme was molded and fashioned by practical business men. It was so well balanced that no other conclusion can be drawn.

Freight transportation came in for a great deal of attention. One cannot conceive of a business men's convention, and particularly in the West, where it would not bulk largely in the discussion. If there is one question with which the business men of the West are obsessed it is that appertaining to freight transportation.

While attention was also given to such questions as insurance, banking and commercial law, ample time was allowed for the discussion of those underlying business matters and methods which are so essential to success, such for example, as cash and credit, buying, selling, costs, and bookkeeping.

The new organization has set a good example to many organizations which are a great deal older.

When you see a store that is like one big family, living in peace and harmony, right there you will generally find progress and plenty.

Features of the Money Market. While the money market is a trifle easier than it was a month or two ago it is still uncomfortably tight. The easier tone that prevails is more the result of the improvement in the political situation in Europe than probably any other cause.

In Canada, according to the Government bank statement for April, in spite of the tightness of money commercial loans are larger by nearly $8,500,000 than they were in March, while during the year the increase is $65,700,000.

These increase are significant in view of the general tightness which exists on the Canadian as well as on the outside market. It shows that the banks are less indisposed to furnish accommodation for ordinary business purposes than they are to municipal enterprises.

While in business circles the tightness of the money market is undoubtedly being felt, yet it is not being felt to the same extent as in the bond market. For the flotation of the bonds of small municipalities it is next to impossible to get advances from the banks.

With the banks tightening up the strings of their money bags as they are the demand naturally comes heavier upon the insurance companies. But they are by no means disposed to extend a free hand either in purchasing bonds for their own investment or in large loans to individuals. While the condition of the money market was normal it was not difficult to secure loans on good security, particularly when the borrower was prepared to take out a life insurance policy approximate to the amount of money he was borrowing. But it is practically impossible to secure loans even under these conditions at present. Quite recently some large policies which were offered conditional on loans being obtained were rejected by some of the large life insurance companies. And a couple of the policies ran into large double figures.

Although the situation in Europe is, at the time of writing, looking much healthier it is not likely that easy money will be experienced in Canada during the present year. The banks have resolved upon a policy of conservation, at least until the next crop has been financed.

It is evidently the intention of the banks to "apply the screws" to the "wild cat" speculation that has been going on the country over during the past few years. It had to be done some time. It is a question whether it ought not to have been done before.

It is those who devote their spare time in wise reading and in studying business problems and methods that finally reach the highest rung in the ladder of success.

What Reading Insurance Policies Discovered. If there is any document that a business man should "read mark, and inwardly" it is his fire insurance policy. That this is not always done is from time to time demonstrated. A case in point came to our attention recently.

A retailer in Halifax, out of curiosity, asked an insurance expert to glance over his policies. The latter, in doing so, discovered an anomalous condition of affairs.

The assured carried policies with four different companies, aggregating insurance of $6,500. One of the policies was for $2,000 and stipulated that no insurance policy should be taken out with any other company except with the written consent of the company which issued this particular one. Another was for $1,500 and stipulated that no additional insurance should be taken out.

It is scarcely necessary to say that the retailer had an uncomfortable "quarter of an hour" when his attention was drawn to these conditions. Possibly others might discover disturbing conditions in their policies were they to read them carefully.

Saskatchewan Retailers Discuss Business Problems

And Organize a Provincial Association with Mr. J. F. Bole as President and H. G. Robinson as Secretary—Several Hundred Business Men Present—Moose Jaw the next place of Meeting

The first annual convention of Saskatchewan retailers, held at Regina, Sask., on May 5, 6 and 7, was a most successful event. The attendance was large, ranging around the 600 mark, and discussions of decided value to men in the retail trade took place.

The result of the gathering was the formation of a Provincial Retail Merchants' Association with the following officers:

President—J. F. Bole, Regina.
1st Vice-President—T. J. Agnew, Prince Albert.
2nd Vice-President—W. W. Cooper, Swift Current.
Treasurer—J. L. S. Hutchinson, Saskatoon.

The selection of a paid secretary was left to the executive and they chose H. G. Robinson of Saskatoon. The convention will be held in Moose Jaw next year. Immediately following organization about 50 men went forward and paid their membership fees.

The Place of the Retailer.

During the preliminary proceedings Mr. J. F. Bole, manager of the Regina Trading Company, said that, knowing the troubles of the retail trade as he did, he was very glad to see that they were likely to organize a retail merchants' association. He felt that the convention should be an annual affair, meeting in different parts of the province. He laid stress on the part the retail dealers had played in the up-building of the country, and, next to the farmers, he considered them the most important class.

In the building up of this new country there are a great many matters to be contended with. One of the greatest of these was the credit system. Mr. Bole himself had changed from the credit to the cash method some time ago, and he would not return to the old way under any consideration. He urged the organization of a strong retail merchants' association for Saskatchewan. He did not believe in arrangement of prices, but there are many other things besides that to be considered for the welfare of the retail trade. A retail organization, properly organized, could not be a detriment to any interest, and it could be a great benefit.

Mr. Bole made the statement that, judging from his own experience, he had no sympathy for the retail merchant that did a credit business in the cities. Many in the smaller places have to give a certain amount of credit, but they ought to get good security, like some of the other business interests. He desired that every representative at the gathering would discuss the question of freight claims when it came up, and he cautioned them not to "swallow" everything the representatives of the railway companies had to say.

Mr. Bole concluded by stating that business could never be successfully carried on between the manufacturer and the consumer directly, and there would always be a place for the middleman.

ESSENTIALS IN BUYING.

Herbert Snell, of Herbert Snell, Ltd., Moose Jaw, delivered an address on "Buying from Retailers' Point of View." He stated that buying had not been reduced to a science, as was the case with retailing. The first essential of a buyer was knowledge of the goods. To that end it was necessary that buyer be also a salesman. In order to buy intelligently he should be able to sell successfully. Buying experience, he said, was most expensive to a retail merchant. Buying must be done carefully, or otherwise it is easy to get the store loaded up with a lot of stuff practically impossible to handle.

The buyer must at all times keep in close touch with the selling staff in order to determine what goods are in demand. No one knows this better than the salesman. Mr. Snell went on to say that it was one of the inexplicable things of life that we are so much governed by instinct, and this enters to a considerable extent into buying. It also has to be taken into consideration that the patrons of the store to-day are pretty well posted; they know the value of goods better than ever before.

It is more important to have the right merchandise than to have the right price. Merchandise that does not sell readily is not profitable. Inefficient buying in a business is the first place where inefficiency counts. The requirements of a good buyer are not very many, but they are very important. He must study the market and know what the trade demands. Mr. Snell's own pet phrase was: "You cannot sell the goods unless you have them."

Be Guided by the Seller.

It was doubtful if a set of rules could ever be made to govern buyers. Businesses differ, and buying was a matter of individuality at all times. One of the best ways to judge what to buy was to take the advice of the seller; for instance, the man on the road. The commercial travellers form one of the strongest factors in the business.

The speaker emphasized the fact that there was no better way to keep track of the markets than through the trade papers.

The best buyer is not always the one who buys the cheapest. The buyer who has the greatest difficulty is the one who buys for the house that buys on credit. The good credit of a house is very important in buying. There is no part of the store in which initiative counts for more than in buying. The buyer must have broad comprehension and a clear vision in order to become successful. Mr. Snell closed with the suggestion that the merchants learn from one another.

Matter of Turn-Over.

Mr. Bole asked Mr. Snell how often a general stock should be turned over to make a profit. Mr. Snell replied that it might be turned over once and make a profit, and might be turned over four or five times but not make a profit at all. He, however, thought that three or four times would be reasonable for the average store under favorable conditions. Mr. Bole then undertook to give a further answer to his own question. He stated that if the country general store turned over the stock about two and a half times it would pay expenses; three times, a fair profit; four times, a splendid profit. He gave some instances of what cash would do in the matter of buying. He had

a buyer purchase beautiful coats at $5.00 each through paying cash, and he remarked that the same coats would have cost him nearly $8.00 if he secured them at wholesale on credit. The only reason that he had got into the market where he obtained them for $5.00 was because he had the cash. Mr. Bole said that the man who bought for cash could make 100 per cent. more profit than the man who purchased on credit.

W. C. Paynter, Tantallon, said that he knew from long experience that the man in touch with his customers knew what they wanted, and that was a very important factor in buying. He also agreed with Mr. Snell in the opinion that in order to buy right it was not necessary to buy cheaply.

The suggestion was made by a few of the retail merchants present that it would be a good scheme to buy in large quantities through the local secretaries



J. F. Bole, M.L.A., of The Regina Trading Co., Regina, who was elected president of the newly organized Saskatchewan Retail Merchants' Ass'n.

of the different branch associations, to be distributed among the members of the local organization. In this connection, Mr. Paynter related some beneficial experience he had had in collective buying.

J. W. Smith, Regina, asked if the retail merchant could do better by buying from the reputable wholesaler's representative than by sending a buyer to visit the house. Mr. Snell replied that his own experience in most cases had been that he could do as well with the traveller. Sometimes, he said, you can get goods through the traveller that the house has not got. Very valuable service can be received from the travelling man.

Mr. Detwiller, North Battleford, asked: "Do you find early buying more profitable than late buying." The general opinion seemed to be that early buying was necessary in most lines of general merchandise.

THE FREIGHT TRANSPORTATION PROBLEM.

D. C. McDonald, division freight agent of the Canadian Pacific Railway, Regina, spoke on the subject of "Freight Transportation and Traffic." After dealing with the history of railroading he said:

"Tariffs might be divided roughly into two classes, namely, class and commodity. The class tariffs show rates to be charged on shipments of general merchandise in accordance with the rating given them in the classification. Commodity tariffs give rates on articles of which there is heavy movement from or to certain specific points, such as grain to Fort William and Port Arthur; coal from the Western mines or Fort William; lumber from the mills, also on live stock, brick, sand and gravel in carloads.

"It would be useless for me to attempt in this paper to go into details in connection with these tariffs, as some of them are large volumes and there are a great many of them, it being computed by the Interstate Commerce Commission of the United States that it would take one man working ten hours per day, 2,500 years to read all the tariffs in their offices.

"Since the formation of the Board of Railway Commissioners for Canada in 1906, it is illegal for any railway to charge and for any consignee or shipper to accept any freight rate other than that agreed upon by the Railway Board. The penalty for each violation of this law being a fine not exceeding one thousand dollars and not less than one hundred dollars.

"Rates are so arranged as to enable traffic to move freely as possible. To accomplish this many factors have to be taken into consideration, the aim being to secure well balanced and steady movement of traffic with the least possible empty car mileage. Someone has said that the motto of a good railroad man should be, 'Trust in the Lord and haul no empties.'

Methods of Handling Merchandise.

"Perhaps a few words in connection with the handling of merchandise would be interesting. A car of freight is loaded, say in Montreal, for a point in the West. The consignee should receive from the shipper by first mail the bill of lading showing date shipped, how consigned, how routed, car initials and number. The passing record of the car is wired from the different points en route to the car service agent who has charge of the territory to which it is consigned, and in this way a record is kept of the movement of the car until it reaches destination.

"With shipments travelling via lake and rail, the agent at Port McNicoll, our eastern lake front port, wires the name of the boat on which shipment leaves that point, and the agent at Fort William in turn wires car number into which shipment is loaded at that point, so that consignees by getting in touch with the car service agent, either through their local freight agent or otherwise should be able to ascertain very closely the whereabouts of their shipments.

"In this connection, I may say that considerable difficulty is experienced on account of consignees or shippers giving incorrect or insufficient information, and too much care cannot be exercised on giving correct car numbers and initials of any shipments you wished traced, and tracing should not be requested unless shipment has been in transit a reasonable length of time as the railways are interested probably more vitally than anyone else in getting all shipments to destination promptly, getting their cars released and into other service.

A 900-Mile Grain Field.

"In this country, no paper would be complete without some reference being made to the grain movement. The wheat field of Western Canada is about 900 miles long and from 300 to 400 miles wide of which only a small amount (in Saskatchewan about 10 per cent.) is under cultivation. To serve this territory there is in operation between the Great Lakes and the Rocky Mountains, about 13,000 miles of railway, and construction is proceeding rapidly to bring additional acreage within reach of settlement and cultivation.

"The cereal crop of Western Canada matures usually between 15th August and 1st September. Threshing starts a week or ten days later and the grain as it leaves the thresher is hauled to the country elevator located at the nearest station or direct to the

cars. The box cars used are usually of 30 to 40 tons capacity, and are generally loaded to the full limit, cars being stencilled on the inside for the guidance of shippers in order to prevent overloading and consequent danger. Unless intended for milling at some intermediate point bulk grain is shipped to the terminal eelvators at the head of Lake Superior where it is available for subsequent shipment to the world's markets.

"The country elevator capacity in Western Canada has increased from 18,260,000 bushels in 1903 to 68,-020,450 bushels in 1912.

"The lake front terminal elevator capacity has increased from 7,100,000 bushels in 1903 to 31,455,000 bushels in 1912.

"The rush season for the movement of grain commences about 15th September. Navigation on the Great Lakes usually closes about 10th to 15th December and the object of the producer is to market the largest possible quantity of grain during the season of navigation. The task thus placed upon the railways is the handling of the grain crop of the West in about three months.

How Merchants Can Help.

"The question now arises as to what more can be done to facilitate the movement of the grain crop, and I venture to suggest.

"1st—Release your cars promptly. Some of you may be holding a car under load longer than it should be held, and some farmer may be waiting to ship his grain and may owe you money which he cannot pay until his grain is marketed, which he may be unable to do until the car you are holding is released and again put into service.

"2nd—Encourage farmers to equip themselves with facilities for storage of their grain until they are ready to market it. Encourage an amendment to the Banking Act to enable the farmer to secure money on grain so stored before marketing. This would enable the farmer to meet his obligations promptly, spread the movement of grain over a reasonable period, and secure a better return to the producer as the market would not have the amount of grain to assimilate in a few weeks.

"3rd—Encourage diversified farming. The experience of last season, when the eastern terminals, such as Buffalo, became congested is a good hint that we must look beyond the railway facilities in the West in connection with the movement of the grain crop."

Discrepancy in Rates.

When Mr. McDonald had finished, J. W. Peart, hardware merchant, Regina, asked him why there was such a discrepancy in the Western freight rates as compared with the rates in Eastern Canada, especially when the cost of operation in the West was less per mile than in the East. Mr. Peart instanced the difference between the rates from Pittsburg to Minnesota Transfer, and those from the latter point to points in Western Canada.

Mr. McDonald evaded this question by saying that it would be out of place for him to discuss a matter that was at present under investigation by the Railway Commission.

Mr. Peart said that every merchant should be acquainted with the freight rates, so he could know when a mistake was made. He asked the merchants to watch the classifications carefully. They should know what classification each line of goods belonged to. "Check up your freight rates," he said, "like the Regina merchant who said he saved from five to fifteen dollars a day in that way."

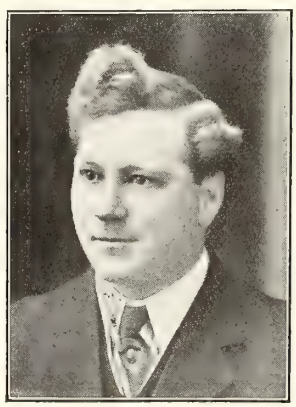
Mr. T. J. Agnew said the retail dealer could secure a copy of the tariff by applying to the railway company for it, or from his wholesale house. He also urged care in the matter of weights, saying that mistakes were as liable to be made in that as in the rates. If the shipper bills a shipment over-weight, the correction is "up to him." Mr. Agnew's own experience was that weights were generally correct, but there were exceptions.

FREIGHT CLAIMS.

Mr. J. Jones, freight claims agent of the Canadian Pacific Railway, Moose Jaw, spoke on "Freight Claims." Mr. Jones said that the subject was so comprehensive that he felt embarrassed in undertaking to deal with it. Freight claims and how they can be reduced is a problem with which the railways have been struggling for years. On the Saskatchewan division in 1912 the amount of freight claims was $295,-146, which was an increase of $117,734 over the amount for the preceding year. The C.P.R. paid last year in this division $124,012, and the net loss to the company was $112,318, of which only $7,438 was chargeable to rates.

He said freight claims was a subject that had driven some agents to madness, and some more to drink. How freight claims can be avoided was of material interest not only to the railways but also to the shipper and the consignee. Shippers could do much to remove the causes that led to claims for goods damaged or lost in transit.

"Take, for instance," he said, "that piece of store furniture called a 'silent salesman.' These are gen-



H. G. Robinson, of Saskatoon, who was appointed secretary of the new association in Saskatchewan.

erally shipped with one or two pieces of wood placed around them and perhaps some paper on the corners, and are then considered to be 'crated.' It was only a matter of luck that a shipment of this nature reaches its destination intact.

"Furniture is often shipped in the same way; protected only by paper or sometimes a little burlap, but the packing generally is only an apology and no protection.

"Stoves and ranges were not properly protected. In many cases the castings were so fragile that a strong crate should be provided. Machinery and engines on wheels, when on flat cars, should be blocked with something more substantial than a 2x4."

Mr. Jones cited a case of a separator which was shipped in such a loose manner that the first time it

was switched it was displaced, and it was afterwards demonstrated that the blocking was insufficient. To make matters worse the shippers put in a claim for $2,000 instead of one for $1,400 which it was worth.

"Tools should be removed, and all small, detachable parts also, and packed in a good strong box, which should be fixed firmly to the flat car."

How to Get Claims Settled.

Mr. Jones then took up the question of how to obtain payment of claims. If freight were received in a damaged condition, or if there were a shortage, the consignment should not be refused on that account.

"Take your freight," he said, "and then find out what damage has been done to it or what shortage there is. Then have the agent endorse the condition of the shipment or whatever shortage there is on the bill of lading. Sign only for what has been received. Do not sign for ten packages if there only nine and ten is the number on the bill of lading. The bill of lading notation is the proof of claim.

"Then prepare a claims bill, on which the value of the goods must be computed from the place of shipment. In addition to this add the freight charges. Merchants should remember that the railroads are paying thousands of claims every month. Failure to get prompt payment of claims is not always the fault of the claims agent. In many cases the cause is beyond the agent.

"Claims are often sent in six months after the shipment has been delivered, and the railroads should not be blamed if there is any delay in a case like this.

"Poor marking of packages was one of the causes of claims. Usually the shipper's name was marked plain enough, but the consignee's name was in perhaps blue pencil and on the bottom of the box in a 60,000-pound car." He said it was incumbent on shippers to address the freight in full instead of with private marks.

He advised the merchants to have the freight agent endorse on the receipt the condition in which the goods were taken delivery of, sign only for what you get, and see that notation is made on the receipt. Then prepare a claim bill. Take your document to the agent, together with your invoice, and if it is correct he will certify so. Send his report to the claims office promptly, and it will be paid in a few days.

Mr. Agnew said that he had never been able to get an agent to put the damage notation on the bill.

Another delegate asked regarding the treatment of concealed losses, or losses that were not discovered until the consignee had taken delivery of the shipment and counted the articles in the cases or boxes. The package might be intact and still have some articles missing.

Mr. Jones said that in such instances the company investigated, and they could generally use their judgment as to whether the consignee were telling the truth or not.

Another merchant remarked that the railways should refuse to take delivery of a package that was not properly packed or crated, as described by Mr. Jones.

THE PROBLEM OF CREDIT.

Some discussion followed a paper read by Mr. Henry Detchon on "Wholesale and Retail Credits." Mr. Detwiller, North Battleford, suggested that farmers' notes should be made out to fall due at different dates, instead of being nearly all due at about the same time. If the notes fell due one at a time, the farmer could easily arrange to market at each time just about enough grain to meet the obligation. He said that the credit system was responsible to a great extent for the high cost of living, and it also had a bad effect morally upon the people.

Mr. Bole, who was the chief exponent of the cash system all through the convention, said that all a merchant needed to put his business on a cash basis was backbone. He did not believe in the double system of pricing; that is, one price for cash and another for credit. He at one time gave a five per cent. discount on cash sales, but he found that those who took the discount always paid cash anyway, whereas the one who received credit did not bother with such a small thing as a five per cent. discount.

Merchants' Methods Made Mail Order Houses Possible.

He spoke of the unsatisfactory way of giving credit to wealthy farmers, who could go to the bank if needs be and get the money to pay the merchant right down. He remarked that the country retail merchants adopted the very customs that made the mail order houses possible. Prices would have to be higher in a credit business than in a cash business. A good point he brought out was that the man who sold for cash could always command greater confidence at wholesale. The wholesale merchant knows that the retail merchant that sells for cash will be able to pay for the stock he gets, and the said wholesalers are not only willing but anxious to stock such a merchant. The goods of the one who sells for cash are worth one hundred cents on the dollar, while the book accounts of the man who sells on credit may be worth but a small percentage.

Mr. Bole said that his experience in the credit system made him "sit up and take notice." He figured what would happen him if a crop failure came when he had so much on his books. He also emphasized the advantage of being able to take the cash discount when buying in the markets.

FIRE INSURANCE.

E. G. Cook, of the Erratt Co., Ltd., Moose Jaw, spoke on "Insurance." Mr. Cook gave some interesting ideas to the convention regarding this important subject. He said in the past the importance of insurance had not been fully appreciated by the merchants of the province. Mr. Cook thought the question big enough to command the attention of all merchants, for a fire was something which struck the individual a blow which he might not be able to withstand alone. The old adage, that a business not worth insuring was not worth having, had now become a proverb, and he proceeded to point out several reasons which made insurance of special interest to business men.

In the first place, he described it as guaranteeing permanence to his business not brought about in other ways. It also permitted the merchant to invest all his money in stock, for he knew that he was secure against loss by fire. In many cases wholesalers had been known to refuse to sell retailers goods because the latter had not their stock insured. The importance of every merchant having an insight into the requirements of the insurance law in relation to the storage of gasoline and other explosive and combustible materials was also given due prominence.

The test of real insurance, he declared, was at the time of a fire, and it behoved every merchant to choose the insurance agent who would be an insurance council as well as an agent, and who understood the technical matters in connection with the business.

There was a standard policy adopted by the province, but some companies were only too eager to take advantage of technicalities, and the speaker gave an instance of such a case which had come under his notice.

Mr. Cook advised that a standard chemical fire extinguisher be installed in every house and place of business. He preferred the three-gallon size. It was absolutely necessary, he said, that insured premises be kept clean of all papers and ashes and anything else that would help to cause a fire. He encouraged the erection of roof walls about every large building, as a source of fire protection. In the smaller Western town, where there was inadequate supply of water and lack of fire equipment, he thought it was specially desirable that the merchants should be well insured.

One remark made by the speaker caused some little discussion at the close of his address. He had made the statement that the nature of the building adjoining and the change of the occupant sometimes had considerable to do with fixing the rate of insurance, and that it was necessary for the insured to notify the agent every time there was such a change. One merchant took exception to the statement, claiming that it was the place of the agent to look after all such changes and tend to the matter in the interest of his customers.

"2—Statement verified by statutory declaration, containing list of creditors to be furnished before sale of goods.

"3—When a purchaser in some cases buys goods for cash or on credit, without having demanded and obtained such statement, the sale is void, unless the whole of the sale, or sufficient to pay creditors, is applied in payment, and every disposition made of the purchase money or of a note or security shall be void as between purchaser and creditors.

"4—The purchaser, however, must, unless he obtains written waiver from the creditors, pay the purchase money or a sufficient amount or give his notes or securities to the official assignee for distribution pro rata.

"Proviso—If purchase price is less than total indebtedness, creditors representing 60 per cent. of claims shall give written consent, otherwise purchase fraudulent.

"There have been no decisions under the Act, for the public generally are willing to comply with it.



H. G. Smith
Of H. G. Smith Co., Ltd., president of Regina Board of Trade, who started movement for convention.



S. C. Burton
Of Cameron & Heaps, Limited, Regina, who was chairman of general committee which organized the convention.



J. B. Innes
Secretary of the association in Moose Jaw, and who has done much to promote the convention.

BULK SALES ACT.

Norman MacKenzie, K.C., Regina, spoke at some length in regard to commercial law and the Bulk Sales Act. On the latter subject he said:

"Now I do not intend to discuss this Act at any length, though it is an Act that is particularly interesting to me, as it was drafted by me and placed in the hands of the government, who, on reading it, approved of the principles involved and put it through as a government measure without any opposition. It has been received by the public in the same spirit as it was received by the government, and even before it had appeared in print at least two different retail men consulted me in reference to its terms, stating that they were negotiating sales, but wished to comply strictly with the law, and since the passing of the Act I have heard no adverse criticism. The Act is short and speaks for itself. Its principal terms are (and in giving them I refer to the sections of the Act) as follows:

"With this short reference to the Act I shall pass on to a couple of other points which affect you.

Assignment of Book Debts.

"Another amendment that was passed at the last session of the Saskatchewan legislature, and which, I think, you will all see the wisdom of, was to do away with the old practice of one creditor taking an assignment of all a debtor's book debts and leaving the other creditors in ignorance of the fact. If a debtor sold his lands the transfer was registered; if he mortgaged his personal property the chattel mortgage was filed, but if he took an assignment of all the book accounts the public were kept in ignorance of the fact, and a false impression given as to the value of the man's credit. With the necessity now for the registration of such an assignment the public are kept more closely in touch with the state of a man's finances.

"Another amendment which has recently gone through, and which is of the greatest importance, is that the registration of an execution against a man's homestead forms a lien on the homestead for the protection of the creditor, though the debtor is not prejudiced, for so long as he retains the land as a homestead the property cannot be sold. This gives the debtor all the protection that he could reasonably ask

for, and at the same time prevents him from selling his land and dishonestly keeping the proceeds without paying his debts. This has been the law in Manitoba for years and has always been found satisfactory, but through a technicality in the construction of our statutes the supreme court of Canada held that Saskatchewan was in a different position until specific legislation was passed, and for this reason the government took the question up and at once remedied the difficulty."

In answer to a question from H. J. Robinson, Saskatoon, Mr. MacKenzie stated that under the Dominion Land Act it was illegal to give a lien on a homestead before it was proved up.

John Evans, Prince Albert, asked if it would be possible in the near future to have a summary court for small debtors. Mr. MacKenzie's reply was that he thought it should be worked up to slowly.

Mr. Evans also brought up a point regarding the Foreign Companies Act, and told how the representative of a company outside the province could go to Saskatchewan and sell direct to the consumers, whereas the Saskatchewan companies could not do that without being heavily fined. A test case in the matter was to come up soon in the Regina courts.

One of the merchants present asked, when a farmer sold his land and put the proceeds in the bank, could a creditor garnishee that money? Mr. MacKenzie said he could, just as well as any other money to the man's credit.

W. C. Paynter, Tantallon, called attention to a fault in the law providing for a lien against homesteads. Liens might be registered by creditors against a homestead, he said, to twice the value of the property, and there was nothing providing for the man putting the first lien on having precedence over the others.

"The best way to do," he said, "is to carry on all business on a cash basis and petition the government to abolish all laws regarding debt collections."

UNIFORM BOOKKEEPING.

G. C. Rooke, chartered accountant, Regina, spoke on the subject "A Uniform System of Bookkeeping for Retail Merchants."

"It is undoubtedly a fact which cannot be questioned," he said, "that commercial development of a high order cannot be attained by any community unless it is accompanied by some system of accurate accounting, and this at once suggests the use of some convenient means of recording transactions in a permanent form.

"It would also appear to be beyond dispute that the foundation of credit giving is correct bookkeeping, and the more uniform the methods by which the accounts are recorded, the more uniform will be the results obtained. If the results of the operations of several businesses have been arrived at by the same methods, the relative values of the items on the balance sheets will be the same, and each balance sheet may be sized up on an equal basis with the others, in proportion to its showing. This is looking at the matter from the standpoint of obtaining results for the purpose of securing credit.

Objects of Bookkeeping.

"One of the first objects, however, of the keeping of books is to be in possession of an accurate record of the amounts owing to the proprietor of a business and of the amounts owing by him to others. If this result is arrived at by the use of the double entry method of bookkeeping—which is the only system that will ensure reliable results—other important and necessary information is bound to be secured, such as a correct record of sales made and of goods purchased.

"In a trading business the only information required, in addition to that mentioned, for a business man to be acquainted thoroughly with the condition of his business and the amount of profit and loss, are the expenses of operation and, finally, the inventory of merchandise on hand, the latter being arrived at by a process commonly known as stock-taking, familiar to you all.

"The evolution of bookkeeping methods, since accounts were first kept to their present efficiency, has been very gradual. Discoveries in recent times, in the region which was once Ancient Babylon, show permanent records, on tablets, of contracts and accounts. We are told that the bookkeeping of the people in those days was done on soft clay, which was afterwards baked so as to retain a permanent record. To apply this ancient method in these modern days, where there is such a demand for statements and balance sheets, would mean that the average business man would require to start a brickyard every time he wished to work out results, and that bookkeepers, when they were in difficulties with their trial balances, might find it necessary to run several brickyards in order to get the figures together for a satisfactory balance sheet. The invention of paper has happily saved us from this dilemma."

Down to the Practical.

He then came to the practical part of his discourse "which is simply a comprehensive explanation of a simple system of accounts for general storekeepers." This system has been designed by a committee of the Chartered Accountants of Saskatchewan, by request of the Canadian Credit Men's Association, with a view to the ultimate realization of an ideal condition of affairs in regard to the uniformity of retailers' balance sheets, which can only be obtained through a uniformity in bookkeeping methods.

"The point that the designers of this system especially wish to emphasize is, that although it is only intended for small retail businesses, where proprietors depend upon themselves to a large extent in recording their various transactions, the principles laid down are applicable to any retail business, and the system only needs expansion to make it fit the larger concerns. Considerable time has been devoted to ensure:

"1—That the system would be readily understood.

"2—That it would give the results required by both the storekeeper and the credit men.

"3—That the initial expense of installing the system would be reasonable.

"To ensure simplicity, so far as is possible consistent with the principles of accountancy, it has been found advisable to deviate a little from the orthodox way of treating some of the books, more especially with regard to bills payable.

"It is not expected that this system will be of service to those who are not prepared to devote some little time to giving it careful study and thought, but is for those who are determined to utilize some system which will give the result of their trading, show their profits or losses, their assets and liabilities. To prove that it is workable and will give the results required by the average storekeeper, a partial set of transactions for one month have been drawn up, from which the entries into the new books designed have been made. A study of them will enable the storekeeper

or his bookkeeper to know how to deal correctly with similar items.

"Counter Checks—It is advisable in connection with the accounting end of the store, that all customers' orders should be recorded on counter checks as they are received, whether the sale is to be cash or credit.

"Bank Deposits—It is advisable that all cash received—and by this is meant both currency and cheques—should be deposited in the bank. Small expenditures can be paid out of a petty cash cheque for that purpose, say for $20 or $25. At a convenient time, when the bulk of the money has been used, a cheque should be drawn for the exact amount spent, and the various items charged up to proper accounts in the synoptic. The amount received under this cheque will bring the amount of petty cash in hand to its original amount. This method of dealing with petty cash items is entirely at the option of the storekeeper.

"Drafts and Notes Payable—Under the present system of wholesalers' business it is usual for the wholesale house to make drafts upon the retailers in accordance with the terms upon which the goods were sold. When these drafts are presented for acceptance the amounts of same should be checked up with the statement of account from the house drawing the bill. If correct the draft may be accepted.

"The bill should then be posted to the bill book, entering, in addition to other particulars, the exact date upon which it falls due. It is most important that a close watch be kept on this book, so that when a bill is nearing maturity, which the storekeeper finds he is unable to pay in full, the house drawing the bill should be written to without delay with a request for the necessary extension and reasons for same.

"When the date of maturity arrives, if the bill is to be paid in full, a cheque should be drawn in favor of the bank where the draft is payable, full particulars being placed upon the stub of the cheque, and an entry made in the bill book in the special column provided for that purpose. If a partial payment is to be made, and advice should be in possession of the storekeeper from the house interested allowing an extension of the balance, in this case a cheque should be made out for the partial payment instead of the whole amount.

"Purchase of Merchandise—A copy of every order should be kept on an indexed file until the invoice arrives. The order should then be taken off the order file, checked with the invoice, and, if correct, attached one to the other and placed on an invoice file awaiting the arrival of the goods, at which time the goods are checked with the invoice. If everything checks out correctly the invoice may at once be entered in the synoptic, which contains a special column for the number of the invoice. As soon as the entry is made this number is placed on the invoice in a prominent place.

"In the event of the invoice being for paper bags, wrapping paper or other goods which cannot be actually classified as merchandise, sundry selling expense or whatever expense account is affected, must be debited instead of merchandise purchases.

"In the event of the invoice not checking out with the order, or the goods not checking out with the invoice, notice should at once be sent to the house from whom the purchase was made.

"It is found to be of the utmost advantage to have everything bear a consecutive number, if it can possibly be numbered, more particularly cheques and invoice inwards.

"The designers have covered the ground so far as is possible in a general way without unduly lengthening the explanations. The storekeeper or his bookkeeper will necessarily have to use their judgment in cases not covered, as no system can be explained to the minutest detail without becoming burdensome.

"The system, if adopted, will, it is conscientiously believed, secure the accuracy needed. It has been designed to suit the particular class of business in question, unnecessary complications have been avoided, and the results arising from the system outlined will be trustworthy."

COLLECTING BY LETTER.

Under the above title W. A. Shryer has written a work in two volumes dealing with the question of collections for the retailer, wholesaler, professional man and collecting agencies. The purpose of the book is to afford an insight into the principles underlying collections by letter; the object is a discussion of the subject from the standpoint of human motives. The first volume deals with the theory, and the second outlines the actual practice; the closing chapters of the book give a series of tried collecting forms, selected from 3,500 sources. The publishers are Business Service Corporation, Detroit.

BUSINESS BUILDERS.

Failure is more often due to a want of ideas than to a want of capital.

The imitator is always a weakling. He lacks individuality or he wouldn't be an imitator.

Every article in your stock is calling to you, "I dare you to sell me." Will you take the dare?

After all is over, the worst thing they can possibly say about you is, "You died with nothing done."

A steam roller in a rose garden is no more out of place than a pig or a pirate in the fair field of merchandise.

The best crops come from the most fertile soil. Fertility comes with cultivation. How about your little patch?

In business, as in life, he gets the most out of it who gives the most to it—the dividends are based on the investment.

Business is something more than piracy—a preying of the big upon the small. It is—or should be—and will be—co-operation.

When we become wiser, we will probably see that bodily health, moral health and business health are but different phases of the same thing.

Have you taken your heart into business with you? Search the world over and you could not find a better partner—a safer, surer, saner one.

Surely it is worth while to have lived in the great day when honesty has at least come to be recognized as a part of the scientific law of self-preservation.

We need more of both head and heart in our business. There is little danger of getting too much of the combination—the trouble comes in not enough, or with an unequal mixture.—Glenwood S. Buck.

The Overhead Cost of Doing Business

Address Delivered at Annual Dinner of Toronto Furnace Dealers' Association by Weston Wrigley, Manager Canadian Hardware, Stove & Paint Journal

An interesting business talk and one full of helps to the man just entering business was that delivered by Weston Wrigley before the Toronto Furnace Dealers' Association recently.

The chair was occupied by James McKittrick, of the Toronto Furnace Co., and sitting with him were: R. B. Mackinnon, Pease Foundry Co.; David Millar, president, and W. G. Scott, secretary, of the association; A. Welch, A. Welch & Son; and E. Holt Gurney, Gurney Foundry Co.

Experiences of a Layman.

In accepting the invitation to speak to-night on the subject of costs, I stated that I could only speak as a layman—as one who has paid for and used heating systems rather than one who has installed them, began Mr. Wrigley.

My first experience was with warm air heating—a furnace installed in a six-roomed house—a contracting builder's job in which price was the first consideration. The system had to be overhauled before it gave satisfaction, and the furnaceman who did the work had to spend $5 to $10 to make the job right—an example of the need of figuring overhead costs.

When I built a second house two years ago, warm air heating appeared to be in such disrepute, as a result of poor installations, that buyers for even moderate priced houses demanded hot water heating systems. It would be foolish to consider anything but hot water heating if it was desired to re-sell to advantage.

You all know that although warm air heating is more healthy than hot water heating—that the lack of humidity in houses heated by hot water encourages tuberculosis and similar diseases—yet Toronto is notoriously a hot-water heating city.

While furnace heating is experiencing a rapid growth in the towns and rural districts the same headway is not being made in the city. The reason is the failure of furnace heating men to organize and demand the price of a good job—and give a good job.

To the lack of organization and proper business methods can be traced the bad conditions existing in the furnace heating business in Toronto in recent years. It began with a failure to improve methods of installation with sufficient rapidity to keep pace with the demands of the buying public. This enabled other methods of heating to secure a solid foothold. In natural order there followed more aggressive competition between furnace dealers, a demand for cheap furnaces, etc., and as contracts were taken at lower prices, there was no general attempt made to improve methods of installation.

Warm Air Furnaces Healthy.

However, there is a constantly increasing number of furnace dealers who have turned their backs on cheap work: they are perfectly satisfied to let the other fellow have it. They realize that the man who will pay $300 to $400 for a steam or hot water system will be perfectly content to pay the price for a good warm air furnace heating and ventilating system, provided he is convinced that the furnace installation will be as durable and as economical in fuel consumption as the other systems he has been considering, and provided he is convinced that the furnace offered him will remain gas-tight. It is no trouble at all to demonstrate to any intelligent man the superior ventilation that is secured with even a cheap furnace installation, and when a ventilating system is added to the furnace heating system, he instantly recognizes the healthfulness of the proposed warm air furnace installation. Because a competitor offers to do a heating job for a certain sum does not prove that you can also do it for that figure—although too many heating contractors work on that principle. Because men lacking in business training have accepted the other fellow's figures and gone him $5 better is the chief reason why furnace heating jobs which ought to bring $125 to $150 have been done in recent years for as low as $50 to $75. But you all know that the man who struck the $50 dead line discovered that there was more money in moving pictures than in furnace heating.

To illustrate that it isn't the man who quotes the lowest that gets the business let me tell of two hardwaremen on Queen Street West, who, last December, bought stocks of carving sets for their Christmas trade. The carvers wholesaled at 60 cents, and the first dealer put them in his window to retail at 75 cents, an advance of 20 per cent. over cost. But figuring his cost of doing business on his sale price, and taking it for granted that his cost is not less than 20 per cent., he really lost money on his sales. But he didn't sell them, as they were marked so low that customers lost faith in their quality. So he has to carry the bulk of his stock over until next season. The second dealer marked his carvers at $1.00 each, and sold his entire line out making a good margin of profit over and above his overhead expenses.

I know a furniture dealer in the East end who is fortunate enough to have a long lease on a store building at very low rental, he having his store free of rent by letting out the flat over the store. He isn't married, either, and this being his first business venture he doesn't figure on overhead expenses, and he is under-selling his competitors, doing them, as well as himself, an injury.

Every business man should figure in the rental of his store, interest on his investment, depreciation on his fixtures or machinery, the wages of his employees and himself, cost of estimating, bookkeeping, collecting, losses on bad accounts, taxes, insurance, phone, water, heating and lighting, delivery wagon, lost and damaged material, lost time on rainy days or in dull seasons, advertising, subscriptions and donations, and numerous other items which go into making up what is generally known as "overhead" or fixed expenses, which have to be met before the business can show a profit.

Figuring on Overhead Expenses.

These items of cost enter into furnace heating as well as into other classes of trade, and if there happens to be any young business man present who isn't figuring in all these items, but is following the easier but disastrous method of doing work at the other fellow's price, I urge that he reconstruct his business methods without delay. If a mere living is desired better continue working for some one who will pay

you a good wage and carry the business worries himself. But if you want and are willing to work for more than a bare existence, in justice to yourself, your family and your competitor, learn to conduct your business on business principles, giving your customer a good job, but demanding in return a fair price for your labor and material.

At the Retail Hardware convention at Hamilton last week a "Question Box" discussion was held, and dealers stated that they were getting 10 and 12 cents per foot for putting up ten and twelve-inch eavetrough while others in towns only a few miles away were doing the same work for 7 and 8 cents. The fault lies with the dealers—either they do not know how to figure their overhead costs or they haven't the backbone necessary to ask a fair price for their work. These men complain about the difficulty in securing apprentices, but they, by cheapening their work to a point where a profit cannot be shown on work done, are the ones who are responsible for the failure of young men to be attracted to the tinsmithing and heating trades.

Bad system and careless employees are responsible for many losses sustained by the heating firms. For example, on the house I am now living in, a small radiator and several hundred feet of pipe were left on the job and weren't called for although notice was sent to the contractor. On the other hand, I recently had a hot water boiler covered, and a wagon called to take away about a dollar's worth of asbestos cement left on the job, the firm doing this work having a man employed to stop the leak in their business through lost material.

Your profits lie in the good jobs you do on which you have figured four things—labor, material, overhead expenses and a margin of profit over all. And your losses lie in your failure to include a charge of, say, 20 to 25 per cent. for overhead expenses on every job, you being more likely to overlook or underestimate these "overhead" costs on competitive work rather than on jobs which have come to you because of the reputation you have built up for doing high grade work. It is better, therefore, to do fewer jobs at a good profit than a larger number at or near cost.

Why Failures are Sometimes Made.

Before you start a job make it a point to know all the conditions you are up against, the most important being the chimney—hundreds of stove and heating jobs having been damned by the failure of the heating man to know that the chimney was properly constructed and the draft satisfactory. A little pocket mirror will often save ten or a hundred dollars if used at the proper time.

And make sure that when you leave the job that you have left it for good—that there will be no comeback—no extra charge to be added to your "overhead" to eat into your profits.

I am reminded, here, of the case of a furnace man who, not long ago, was called onto a job to make a furnace work. The furnace was large enough but it simply wouldn't heat the house. He scrapped the new furnace which had just been installed, and put in a new one of another make, but before he had a chance to fall down with his furnace the discovery was made that the bricklayer had failed to put a dividing wall all the way down between the two flues in the chimney, the draft being thus destroyed. The bricklayer had saved less than a dollar, and the householder had been put to a needless expense of over $100. A furnaceman had damaged his reputation, and one furnace manufacturer had even let one of his furnaces be torn out and scrapped.

"Make sure you are right and then go ahead," is a good maxim, especially when coupled with "Don't leave the ship till you are safely in port." Keep those points before you and disastrous losses to your financial standing and to your reputation will be avoided.

In conclusion, I urge that everyone in the furnace heating business give greater attention to figuring overhead expenses and stopping up the leaks which eat up the profits. Stop talking price and go after business on the basis of quality. Don't be afraid to talk and advertise furnace heating—good furnace heating—that will build you a reputation you never thought it possible to acquire and will bring added business to your office and dollars to your pocket.

If anything I have said will help in this direction I will feel amply repaid.

What the Association Has Done.

Mr. McKittrick, in thanking the speaker on behalf of the association, said Mr. Wrigley had touched some of the low spots in the business. A year ago all felt that something could be done through organization and by education—and looking back over that period something has been done. At the present time, though the cost of furnace work in many places in the United States is from 50 to 75 per cent. greater than here. One of the reasons that has kept the business down here is the fact that every man going into business thinks he must figure lower than those already engaged therein to get business. Every young man starting off on a business career should enter into the matter of putting in a system—one that reckons the cost of doing business. Much of the work done here in the past has been done in an imperfect way and by cheap labor. If we are going into this business we should remember that we have a reputation to sustain, and that reputation means good materials and good workmanship, which cannot be guaranteed at a price to cut under the other fellow.

E. Holt Gurney, introduced as a man of wide experience in all lines of the heating business, said he thought one of the questions that comes home to all of us is the question of price—either we pay our own salary or the public does. A great deal depended on salesmanship. One of the best things he heard at the Hamilton convention was uttered by the president of the United States National Retail Hardware Association, and it was that there were many men in business who ought to be out of business. They were more keen for the volume of business than for net profits—and this ought to be corrected. Mr. Gurney also repeated the story told of Abraham Mott, who, talking trade conditions in a big United States centre, said: "There isn't a man here to-night who wouldn't refuse a 5 per cent. advance to his workman, but would cut his prices 5 per cent. to get a contract to install heating appliances in a 20-house job. As money savers the furnace men are the shining marks of the business world."

Mr. Gurney, in conclusion, said that one of the biggest commercial houses in the United States stated that more businesses fail through lack of foresight in allowing for overhead charges than for any other cause.

How Some Overheads are Charged.

In reply to queries from the chair one furnace man present said he allowed 10 per cent. for overhead

charges; he thought 25 per cent. too high. Another, 15 per cent. A third, 15 per cent. to 18 per cent.

David Millar asked 'How would you figure a clear profit of 10 per cent. on an $80 job?''

R. B. Mackinnon figured on material, labor and then added 20 per cent. for overhead, before figuring profit.

A. Welch figured on 22 per cent. for overhead. He would add 47 per cent. to cost of job to get a profit of 10 per cent. By way of illustration: on a job costing $100 he would add $47 to obtain a profit of 10 per cent. He always figured on the selling price of materials.

One of the younger men in business said that in 1910 he and his partner thought they had figured a profit on all contracts, but when it came to the end of the year they could not find in cash the profits shown by the books. On investigating they found they had not been allowing for overhead charges—rent, light, heat, 'phone, office expenses, etc. They then found it had cost them 20 per cent. to do business. They found that the overhead in furnace working and contracting of any kind was much greater than in their hardware store, because while in the store when a sale is made and the cash is put in the drawer the transaction is completed, whereas in furnace work there is delivery of goods in every case, a running back and forth between job and shop for tools or extra material until the job is completed, and a picking-up of extra supplies when the work is finished, not to speak of one or two extra calls before the work is satisfactorily passed, and then a wait for the money.

Low on Overhead; High on Profits.

W. H. Aiken had been thinking of this overhead for some little time. He had been figuring on cost of material, labor, etc., to which he added 10 per cent for office and shop expenses. As he allowed an extra 20 per cent. to 30 per cent. for profit he found that on some jobs which figured out low on overhead he made a little profit anyhow.

H. T. Sellers confessed to overlooking sometimes in the past the matter of overhead charges. He also was afraid that he had material left on the job, due to his workmen not reporting. As a rule he now figured on 10 per cent. as a charge for overhead expenses.

A. M. Bond said a great many furnace men make a mistake in the matter of overhead. He believed that the business showed a greater loss in the labor and materials department than any other business. Men will loaf and leave material on the jobs. In 33⅓ per cent. of the jobs, even after the men have picked up over material, I could go around and find registers and other extras on beams or around the house. Cartage is another heavy item. We have to go at least three times to the one job with a carter, and also have frequently to go back to put in an extra cold duct or register, or finish something to make the job satisfactory. I do not think 20 per cent. is too much to figure on overhead—10 per cent. and even 15 per cent. is too low. When contracts are accepted at too low a price it is possible that the loss on that one job will eat up the profits on two or three other jobs. This talk of cutting should be taken with a grain of salt. It is in the interests of the building contractor to get the work cut down to the lowest possible price, and when he says he can get the work done considerably cheaper he found that in some cases this amounted to but about half a dollar. When contractors talk about lower prices from competitors, get them to show the figures and then you will have something tangible, but until they do so do not take too seriously their talk about competitors cutting prices.

David Miller here interposed, amidst laughter, to say he had found material on a job after 25 years. He also thought that the pipes in Mr. Wrigley's yard would properly come under the head of ''underground'' not overhead charges.

Wanted—A Good Stock System.

H. C. Filsinger, of the Canadian Heating & Ventilating Co., said that all the preceding talk showed that what was necessary was a good stock system. He know of a furnace man in Guelph who had a stock room in charge of a stockkeeper, and that through this system he claimed to have made $500 last year. He said that in packing alone he had more profits last year by $400 than any previous year. His business in this line showed that it was larger by one-third than the year before, and that he only used one-half the quantity because of his stock system. He had it down so perfectly that he knows what becomes of all stock going out, all breakages, etc.

In the matter of heating by hot air, he found an instance in Toronto where a hall, parlor, two bedrooms and an attic were heated with a 9-inch pipe. That showed just why hot air heating was not popular in the city. Furnace men were overloading their plant; they were trying to carry heat through a 9-inch pipe when a 10-inch pipe was necessary. He had himself put in a hot air furnace system in a country house with 25 registers and a decidedly satisfactory job had been made. If properly installed a hot air system was more economical than hot water or steam. He found that it was necessary to get as much cold air to the furnace as hot air from the furnace. There is more scientific knowledge necessary to install a hot air system. Complaints are made sometimes because of lack of circulation. Here in Toronto the whole trouble lies in the fact that furnace men are putting in work too cheaply. If properly installed 25 per cent. more hot air furnace work would be put into the large houses of Toronto than now rules. It is chiefly a matter of putting in the proper sized pipe to heat a room.

Mistakes of New Business Men.

The chairman thought most of the difficulty lay in the fact that new men in the business felt that it was necessary to get contracts no matter how low the profits. He confessed to doing this himself when he had entered business. Some men think by installing five furnaces at a profit of $5 each that they are making $25, whereas they are not at all figuring on overhead. It would be better to accept a contract for two furnaces at a profit of $25, because something then would be allowed for office and other expenses. He believed through the association much good educational work could be done—in fact, a great deal had been heard that evening which, if put in practice, would be undoubtedly beneficial to the trade. He invited those not already members of the association to join with them.

Hardware merchant (to detective): ''Some fellow has been representing himself as a collector of ours. He's been taking in more money than any two of the men we have, and I want him collared as quickly as possible.''

Detective: ''All right. I'll have him in jail in less than a week.''

Hardware merchant: ''Great Scott, man! I don't want to put him in jail; I want to hire him.''

Poor Methods in Conducting Furnace Business*

Selling on the "satisfied" plan—Piping, not the furnace, responsible for non-success —Gulling the customer with fuel consumption talk—Guaranteeing life of furnace

It is a bad business to sell a furnace to be paid for when the customer is "satisfied." You offer him a premium not to be satisfied. Few men are anxious to pay out money before they have to, and are often glad of an excuse for postponement. If the customer is short of money he will often discover some trouble and require you to send a man to adjust it. After you have done so he will insist that he must have time to see how the change works. He will then discover something else he thinks ought to be done, and a man must be sent out again. In this way he not only delays the payment of his bill but puts the dealer to endless expense in treating purely imaginary defects.

It is a bad business to sell a furnace to be paid for after the customer has used it one winter. No other part of the house is furnished on that plan. A man does not wait to pay for the roof till it has been on a year, so he can see if it will leak. He does not wait to pay for the plumbing till it has been in operation long enough to see if it will get out of order. For all the rest of the house and furnishings he pays as he gets them. Why should furnaces be sold on a different plan?

It is argued in defense of the system that no person knows whether a furnace will heat the house till it has been tried in severe weather. Were that true it would be a sad reflection on the men engaged in the business. A man who does not know whether a furnace will heat a house before he puts it in should seek some other occupation and no sensible man should buy a furnace from a dealer who does not know before he puts it in whether it will heat the house or not. A man cannot afford to have his house converted into an experimental station.

Competent Men Should Do the Work.

Success in heating a house depends far more on the hot and cold air pipes than on the furnace. After the house has been piped it is often impossible to make changes, and if the trouble in heating is due to this cause a change in the furnace will not overcome it. A man cannot afford to have his house spoiled and the heating of it made forever impossible by having this work done by a man who is so incompetent that he does not know whether the furnace will heat the house before he puts it in.

There is a general outcry at this time against "combinations" in restraint of trade, but there should certainly be some combination among furnace makers and furnace dealers in restraint of the shockingly unbusiness-like methods that have prevailed in the sale of furnaces. It is a bad business to guarantee that a furnace will give satisfaction. A competent man will always be willing to guarantee his goods and his work to the fullest possible extent, but a man who guarantees satisfaction is not giving a guarantee on either his goods or his best work, but on a state of mind in another person.

A guarantee should be an agreement to do certain specified things under certain specified conditions and the more thoroughly a man understands his business the more precise and definite will he be in the form of his guarantee. A guarantee of satisfaction is not business, but gambling.

Amount of Fuel Consumed Dependent on Customer.

It is a bad business to tell a prospective customer how much fuel he will use in heating his house. The consumption of fuel depends as much on the man who operates the furnace as it does on the furnace itself. Give your customer facts and figures in regard to other cases, but tell him frankly that the amount of fuel he will use will depend very largely on himself.

It is a bad business to allow the customer to determine the size of the furnace and the size and location of hot air pipes and registers. I would not take a job on that plan, even if the customer were to give me a written contract that he would not hold me responsible for the results. The contract would soon be forgotten but the failure of the job would be remembered forever.

It is a bad business to put in a furnace that is too small for the work and depend on sending an expert with a poker to make it fulfill your guarantee so you can collect your money. You may get the money, but you will get no reputation if you cannot get the contract at a price that will justify you in putting in an honest job, let the other fellow make the failure. In calculating a furnace it should be remembered that it is not probable that it will be operated by experts after you leave it, and it is after you leave it that it makes or mars your reputation.

Life of Furnace Depends on Use.

It is bad business to guarantee the life of a furnace. A very poor furnace will last a long time if properly used. The best furnace ever made can be ruined in a single winter by bad treatment. People will fill a furnace with coal, turn on all the draft, and forget about it until the furnace is a white heat, and they are reminded by the house becoming too hot. Then they close the registers. They often forget to cheque the draft, but even if they do the fire cannot be checked instantly. People will close the cold air damper and forget to open it. Any furnace can be burned out if there is no air passing over it. No furnace will burn out in any reasonable time if there is always a supply of cold air passing over it.

The only guarantee that should be given on the life of a furnace is to replace free of charge any part that gives out by reason of the original defect in material or workmanship, not on the treatment the furnace will receive after it is out of your hands.

It is a bad business to allow botch work to be done on any job, no matter how cheap. Be sure your sin will find you out. It is bad business to depend on a man to install a furnace simply because he can handle a pair of smips and soldering iorn. A man may be a good mechanic and have no knowledge of the principles of heating and ventilation. It has been bad business along these lines and other lines that has given the use of hot air a black eye and caused the popular impression that if a first-class job of heating is desired steam or hot water must be used.

*Paper read by David Millar, President Toronto Furnace Dealers' Association, before that body.

Supplying Humidity with Furnace Heating

Discu sion on amount of moisture air will contain at different temperatures—benefits to be derived from knowledge of humidity

By CHARLES E. STEWART, President James Stewart Mfg. Co., Woodstock.

The back to nature movement is a popular one in these days and has many votaries, but how many there are who, with their homes located where the air is pure and healthful, live during the winter months in an indoor atmosphere hot, dry and vitiated, and who wonder why it is that they are so susceptible to ills instead of being strong and robust as their outdoor healthful surroundings would lead one to expect. That this, nevertheless, is a fact few will deny, and further, think of the vast number of country youths who, instead of being the embodiment of health and strength, are often more stunted in bodily growth and mental development than their city brothers.

There must be a reason for it. Lack of ventilation in the homes may be partially accountable, but we are satisfied that further research will in due time prove conclusively that the excessive heat and dryness of the atmosphere are the factors mainly responsible.

Quantity of Moisture in Air.

The argument of A. B. Wentworth in a recent issue of the Metal Worker, that we will have sufficient humidity in the indoor atmosphere to carry us until the next mild day, if we open the windows for an hour when the outside weather is say, 15 degrees above zero, "as the air at that temperature contains about eight grains of moisture per cubic foot," must fail, as is obviously incorrect regarding the amount of moisture which can be retained in the air at that temperature (15 above zero). The natural law is that the lower the temperature the less water can be retained or absorbed by the air, and as even at 30 deg. F. two grains of moisture is the air's carrying capacity per cubic foot, air at 15 deg. F. will have much nearer one grain than eight of moisture.

On this point we cannot do better than quote Dr. A. P. Reid, Chief Health Officer of Nova Scotia. He writes: "Take air from the outside at 30 deg. F. (humidity 70 per cent.), it holds 1.4 grains. Raise it to 70 deg. F. and for the same percentage of humidity it should hold 4.8 grains, and which it would outdoors absorb from outdoor conditions, but indoors if not provided, every cubic foot is hungry for three grains or over, and it takes from doors and woodwork, etc., from the moist mucous membranes of humanity or anything else. If it were normal, 4.8, it would still require over three grains to become saturated.

The air we breathe is the great temperature regulator of the body, and at about 70 per cent. humidity the body absorbs water and cools normally. If above, say 80 per cent., it does not, and we feel the heat oppressive. If below it chills and we must raise our rooms to 80 deg. to make us feel warm as under normal conditions we would at 65 deg. F. say in summer."

Knowledge on Humidity Needed.

If the furnace manufacturers and the furnace installers would take the time to read and study out this definition of humidity, they would quickly grasp its significance and importance, and what they could do in the cause of humanity in the betterment of heating conditions is beyond calculation.

The average person's idea of humidity in artificially warmed air is a vision of a reeking atmosphere such as one finds in the laundry on wash day, and of wall paper loosening and falling from the walls. A little education on the subject soon dispels this thought, as we are finding that the now most ardent advocates of properly humidified air are generally those who were at first the most skeptical.

We are aware of several humidifying devices, all of more or less merit, but with our circle water pan we have gone farther than simply supplying the much-needed moisture. The exact size, shape and position it occupies surrounding the fire-pot were only decided upon after a series of tests and experiments extending over a year, and what we claim to have accomplished is as follows:

Uniform supply of moistened air to every warm-air pipe.

Evaporation of sufficient water to maintain humidities of between 50 and 60 per cent., and automatically so, the evaporation increasing in proportion as the furnace is operated more strongly in colder weather, the intake air being lower in humidity and therefore requiring greater moisture to bring the humidity up to the percentage it should be in an atmosphere of 66 or 68 deg.



CHAS. E. STEWART
President, James Stewart Mfg. Co., Woodstock, Ont.

The air to be warmed is moistened before being heated, thus enveloping each dust particle in a film of vapor and preventing the oxidation of the dust, small though it be in amount, but nevertheless very irritating to the mucous membranes of the respiratory passages.

Water pans become more or less foul, depending on the water supply, and accessibility for cleaning must be provided.

When water service is available we recommend that the supply pipe lead into the pan, the feed being controlled by a compression stop. Otherwise the spout on door and a pail can be used.

Coal Consumption for Humidity.

As affecting the fuel consumption by reason of evaporating sufficient water to maintain reasonable humidities, say 50 to 60 per cent., we can offer no exact data, but we might point out that during the winter season we find a temperature of 66 deg. in our offices as near ideal conditions of comfort as one could wish.

Quantity of Water Evaporated.

Humidity will average 52 per cent., and the water

evaporation per hours varying from 8 to 13½ Imperial gallons according to outside weather conditions. The colder the weather the greater the evaporation, but humidity point almost constant.

As the fuel consumption necessary in developing extra motive power of any kind is entirely out of proportion to that required for normal, we would think it most reasonable to assume that there must be some fuel saving when a temperature of but 66 or 68 is necessary as against 70 or higher, even allowing that the heating of the water is a tax on the fuel.

Nature's air is clear, pure and life giving, and no one would be content to live in a smoky atmosphere in the house or with some strong disagreeable odor always present, so why should we be satisfied with an indoor atmosphere minus one of its important elements? In short, it appears to us that appreciation of the need and benefit of proper humidity is but a question of the exercise of our plain common sense—or otherwise. Let us exercise it and secure healthful and comfortable surroundings. The means are at hand.

Raising Standard of Heating Trade

By A. E. Karges

The first step I would advise in attempting to raise the standard in the heating trade would be to educate the merchant to make a closer study of installation, read more along this line, get catalogues of all the different makes of furnaces, and wade deep into them, learn the real points of advantage, not the makeshifts, and when through place them in a rack in good order for future reference, so that after deciding for themselves the best article and the use that they can conscientiously recommend they can show the advantages over others. Also display a range of sizes in the furnace he sells in a sample room, in a position that the prospective buyer can examine them as easily as he would an article in shelf hardware. You know that it would be impossible to do a hardware business without samples.

The merchant who sells an inferior furnace is not always to blame. In most cases he sells it in a conscientious way. He is like the heathen; he doesn't know right from wrong. The traveller calls on him when he begins in business or takes charge of a shop and makes him believe he has not only the best on the market, but they can put it on the market cheaper than other makers, and the traveller may believe this, too, if he is not experienced, but his opinion will soon be shattered if his goods are not up to the mark, and he will be forced to misrepresent his goods to hold the trade. In fact he can go back to the manufacturer, and there is room for more education all along the line.

There is a class of educated merchants who are the most dangerous, though the percentage is small. They control the heating business in their particular locality, have no opposition, and seize the opportunity to overcharge the public. When the salesman calls he asks the price and the number, if you are low he is interested, or if your furnace has a deceiving number, one that will lead the people to believe that it is extra large in comparison with others, he considers it in his favor; if you can't qualify in either of these respects, he immediately gets busy. He knows the people he is dealing with have never had an opportunity of comparing the different lines in the market, and openly admits to the man with the better lines that anything will do.

The architect is supposed to be an authority on furnaces and heating and in a great many cases knows nothing whatever about either. It was the writer's privilege to examine a set of plans within the past week. Where the furnace and pipes were placed that would be an excellent example of the wrong way to instal a furnace and guaranteed not to give any satisfaction, and the merchant in this case returned the plans rather than spoil the reputation of the furnace he handled. This work will likely be carried out along the lines of the plan and will do the usual amount of damage to hot air work. Architects invariably fail to inspect work as it progresses and until this is done they will not get results—but in addition will get a poor furnace.

The cheap furnace will always be a necessity in large cities in a new country, where the builder builds to sell. Fifty per cent. of them figure on selling the house before there has been a fire in the furnace, and they will admit that they don't care what you put in, as long as it is a furnace.

In old settled parts of the country where people build houses for homes for themselves there is no excuse for a merchant selling low-grade furnaces, and in Western Canada very few are used in such localities.

VENTILATION OF POULTRY HOUSE.

A correspondent writes:—The amount of ventilation required for a poultry house depends a good deal on the exposure it has. If the house is of the usual wooden construction it does not seem likely that very much would be required, as there is likely to be a considerable leakage around the windows and door. The building contains 3,240 cubic feet of space. If it is assumed that the air is to be changed three times per hour and that the leakage around windows and door will provide for one change per hour, some 6,480 cubic feet of air will have to be moved.

If no means of warming the building are provided the difference in outside and inside temperature will seldom exceed 30 degrees, and this would give a velocity of outflow at the ventilators in the roof of about 180 feet per minute or 10,800 per hour. As only 6,480 cubic feet of air would have to be exhausted or introduced to the building an area of inlet or outlet of less than one square foot is necessary and I would suggest that an ordinary louvre ventilator of that capacity be put in one of the walls and that two round ventilators such as those shown in the advertising pages of this journal be put in the crest of the roof. This ought to give an ample amount of ventilation and if the pattern with the sliding damper is selected the amount of ventilation can be increased as the weather demands.

I believe in knowing just what I am doing and where I hope to land. I always strive for something a little farther ahead, but I always know the exact point which I hope to attain, and I have figured out the steps I must take to reach that point.—Walter H. Cottingham.

Selfish interests, if they are our pilots, will betray us. Vainglory will destroy us. Pride will wreck us. Expedients are for an hour, but principles are for the ages. Nothing can be permanent and nothing safe in this exigency that does not sink deeper than politics and money. We must touch the rock or we shall never have firm foundations.—Beecher.

A System of Accounting that Really Keeps Accounts

Last Word in Retail Accounting—What the Hardware Dealer has long Needed—Simple and Practical—Adapted to the Smallest and Largest Business—Expert Opinion says it is the Best

BY W. H. STEPANEK

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The demand for a better system of accounting in the retail hardware store has long been felt to be a want that should be supplied.

To help forward this new movement the Canadian Hardware, Stove and Paint Journal has arranged for



W. H. STEPANEK, expert author of "System of Accounting that Accounts."

the exclusive publication in Canada of a series of articles by Mr. Stepanek describing the system of accounting which obtains in his own business.

W. H. Stepanek is president and treasurer of the Stepanek & Vondracek Hardware Company, of Cedar Rapids, Iowa. He has been in the retail hardware business for twenty-five years. For a number of years he and his partner conducted their business much as the majority of retail merchants to-day. They bought about everything they were asked to buy; and put their greatest selling efforts behind the lines of goods that would show the greatest volume of sales, feeling sure that if they could sell the volume the profit was a foregone conclusion.

Inventory figures, however, were not satisfactory, and both partners began to study their business more closely, and came to the conclusion that there was something wrong inside the store. For fifteen years Mr. Stepanek has been working and perfecting his system—a system that would insure growth and expansion, and one that would save time, eliminate waste, insure accuracy, and bring accounting to the highest efficiency.

The accounting system herewith described has been in use for five years, so has stood the test of time. The merchant can get the best result by comparing the Stepanek system with that obtaining in his own business.—Editor.

Books and Forms Necessary Described.

The books and forms necessary to put this system into use will be described in each step as the work progresses.

For convenience, the work is indicated by Steps. The first thing necessary in putting the system into use is given as Step No. 1. Then follows Step 2, 3, and so on. While the illustrations given herewith represent actual transactions, dates and names have been changed.

First Step—Sales Slip, Fig. 1.

The first step is to number the salesmen, 1, 2, 3, and so on, and provide each salesman with sales books similar to Fig. 1. When a sale is made—either for cash or to be charged on account—always make out a sales slip by writing plainly the name and quantity of each article. When the goods are to be charged, enter name and address of customer in space provided. Enter the cost of each article as well as the selling price. Where the goods are not marked—such as may be the case with nails, wire and similar goods—the cost can be entered by the bookkeeper from price cards or a price book in the office. You will, therefore, note the importance of having all goods marked, wherever possible, with both the cost and the selling price. Note the manner of filling out sales slips shown in Fig. 1. Salesmen should turn in their books each evening at the office, taking new ones in the morning. Where sales books may have been partly used when given out, the number of the first slip should be noted. There are always fifty slips in each sales book. Sales slips should be checked against each salesman's book every morning to be sure all are accounted for.

WHAT THE AUTHOR SAYS OF HIS SYSTEM.

"It is a pleasure for me to give the benefit of whatever experience I may have acquired to the men engaged in the business with which I have been identified for nearly a quarter of a century.

"I am firm in the belief that modern business is best served by interchange of experience and ideas. Therefore, it is my hope that in giving out this work it will enable the beginner to grasp the fundamentals and details of practical business accounting, and will give him who has been long in the harness some 'old ideas' in a 'new form,' that if applied to his business will prove helpful.

"Good business accounting is no longer a fad of the individual or a mere expression of high ideals. It is fast becoming a necessity in any business that would succeed. In giving this work to the retail merchants, it is not with any thought or intention of making money, neither am I presenting a visionary, untried system. My every claim is proven by actual results attained in our own business. This work I present to the readers of The Canadian Hardware, Stove and Paint Journal.

"Now just a word as to the cost of handling this system: We employ seven salesmen. This system has been handled in our store with inexperienced help during the several years in which it has been in use in our office. The work has been handled by young women without any business education, previous experience or training. At the beginning some of our bookkeepers did not even know the difference between a debit and a credit. It has been our custom to promote our saleslady from the phonograph department into our accounting department. Our present bookkeeper began two years ago at the age of sixteen, and the time of training required to master this work was only one week.

"My experience and observation has convinced me that there is a crying need for better accounting methods in a vast majority of retail stores. In giving this accounting system to you, my fellow-merchants, I do so with the hope that it will do for your business what it has done for mine. When once installed and in good working order, it will be found to lesson instead of increase the work of the proprietor. It will relieve that worry that always results from uncertainty and doubt. It will add years to any man's life, and dollars to his bank account. Finally, I beg to submit it as a form of accounting that accounts."

"W. H. STEPANEK."

Stepanek & Vondracek Hdw. Co.
DEALERS IN
Hardware, Stoves, Bicycles, Sporting Goods, Cutlery, Tinware, Etc.
Old P. O. Building, 201-203 Second Avenue

Cedar Rapids, Ia., Sept 30 1912

M

Sold by 1 Am't Rec'd

In Case of Error or Exchange of Goods, Return this Check

1	1	pkg tacks 0		05
2	38	sq ft screen yB		68
3				73
4				
5				
6		Cash		
7				
8				
9				
10				
11				
12		4		

DUPLICATE

Sept 30 2

1

1 pkg tacks 0 05
38 sq ft screen yB 68
73

Cash

4

Stepanek & Vondracek Hdw. Co.
DEALERS IN
Hardware, Stoves, Bicycles, Sporting Goods, Cutlery, Tinware, Etc.
Old P. O. Building, 201-203 Second Avenue

Cedar Rapids, Ia., Sept 30 1912

M J. W. McCarthy

Sold by 1 Am't Rec'd

In Case of Error or Exchange of Goods, Return this Check

1	1	No 68-20 noble		
2		H. C. and Reservoir		
3		Y.B.J.N.	59	00
4				
5				
6		Charge		
7				
8				
9		1038 16th ave		
10				
11				
12		5		

DUPLICATE

Sept 30 2

J. W. McCarthy

1

1 No 68-20 noble
H. C. and Reservoir
Y.B.J.N. 59 00

Charge

1038 16th ave

5

FIG. 1. SALES SLIPS

Canadian Hardware Dealers Worth Knowing

Ewart J. Creeper, of Creeper & Griffin, Limited, "the hardware men," Owen Sound, Ont., has had a varied experience in the hardware business and in electing him a member of the Executive Committee of the Ontario Retail Hardware and Stove Dealers' Association at the annual convention of that body at Hamilton the members of that organization made no mistake, as his experience should prove helpful to the officers of the Association in carrying on their work for better trade conditions.

Closely associated with both builders and general hardware lines since his entry into the retail hardware field, Mr. Creeper is no novice in the business. He was in his earlier days associated with the old Brooks, Sanford Company of Toronto, and was manager of



E. J. CREEPER, Creeper & Griffin, Ltd., Owen Sound. Member Executive Ontario Retail Hardware and Stove Dealers' Association.

that firm's Hamilton house before it was sold to Kent, Garvin & Co., the present proprietors.

Mr. Creeper and his present partner, Mr. Griffin, who also was an employee of Brooks, Sanford Company, in the spring of 1908 moved to Owen Sound, where they opened a hardware business, which has grown from year to year until it is one of the best in the Georgian Bay section of Ontario. They carry a general line of hardware, catering especially, however, to the farm trade, which they find most profitable to handle. They are also working up a fine builders' hardware and a factory trade as well.

Specializing is the firm's strong card in their method of getting business. In this regard Mr. Creeper says: "We have made it a point to specialize on one line, such as the farmers' trade, until we have that business well in hand before making an effort to get after any other particularly line strong. We find that that gives us a foundation to work on.

"Another feature of Creeper & Griffin's business is their effort in offsetting mail order house competition by the adoption of the methods employed by these houses. Every year the firm issues a catalogue of all their hardware articles and this is sent throughout the district, bringing business that otherwise would go to catalogue houses in the large cities."

An enthusiastic Association man Mr. Creeper regards the recent convention a great success from every standpoint. He expressed the opinion, however, that he would like to see not only the hardwaremen, but the retail merchants of Ontario and Canada generally take a greater share of interest in all the discussions that arise at these trade assemblies and conventions. Year after year goes by with a few dealers only taking part in the discussions, and these merchants practically the same men every year. To a great extent this is true, and it is to be regretted that more dealers do not express their opinions at these annual gatherigns.

The recent hardware convention at Hamilton was a profitable one, however, as Mr. Creeper asserted, "The information and talks given by Mr. Abbott and his associates from the National Hardware Association of the United States, were well worth the expense of any dealer attending the convention to hear them," and as he further expressed himself, his deductions are correct. "I believe," said he, "if we act along the lines suggested by these men, and not until then, we will give the Association the strength it should have, and then there will accrue the full benefit of membership to the retail hardware merchants."

ORGANIZATION.

By J. J. Ryan

Over the gateway of the twentieth century is written the word "Organization." Shall this great force be used for the benefit of the many or for the benefit of a few? The great masses of this country have not yet awakened to the power of organization. It is taking root very slowly and only by strong effort and the closest attention are we going to get the people interested.

If the business men and laboring men were properly organized, the politician who desires to be carried into office on a wave of passion and prejudice would be relegated to the rear, and sober honest men would then seek office much to the benefit of the business interests as well as of labor. The business men do not take enough interest in politics. I do not mean that we should become ward heelers, but I do mean honest politics carried on in a clean business way. The practical politician is much to be feared. He is now shouting high prices to cover up his own short comings. His is the cry of stop thief on the crowded street.

We must look after the politician, and this we cannot do by remaining at home. We must teach them that they cannot succeed by appealing to the passions and prejudices of the people, but that their appeal must be based on reason. It has always been the sober, thinking, honest men who have guided us to shore when the ship of state was storm-tossed.

Organization is good for all men. It broadens the mind, makes the judgment better, brings us in contact with more people, enables us to look beyond the dollar sign to nobler and better things, makes us self-conscious and calls to our attention our short-comings. Do not be afraid to spend a few dollars to further organization.

AN AGREEMENT REGARDING RE-SALES.

Good results are reported from Port Hope as an outcome of the recent convention of retailers at Hamilton. The hardware dealers there have signed an agreement regarding re-sale prices on staples such as rope, nails, oils, wire, forks, etc.

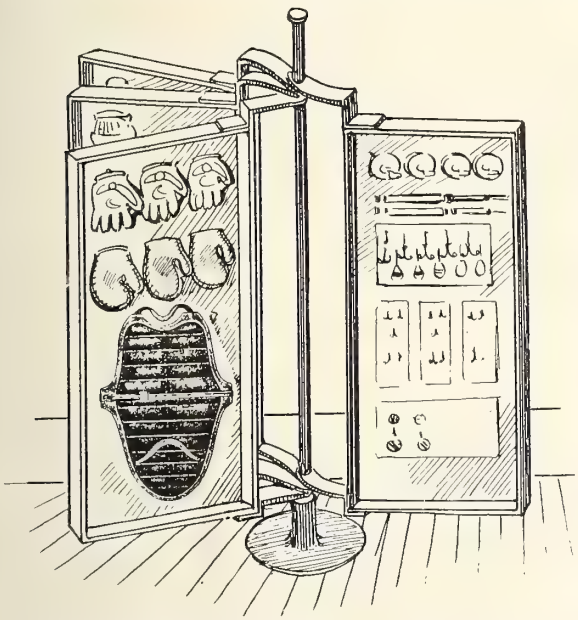
They have also prepared a list of slow pay accounts, which they exchange frequently.

It is to be hoped that others will follow their example.

Business and Store Management

VACATION AND SPORTING GOODS SALES.

This is the month when one constantly hears people say, "Oh, I am so warm" or "I don't know what to cook—it's so hot." This is your cue, such people would welcome and enjoy suggestions for making the home more comfortable—this is your opportunity to feature summer merchandise of every kind for comfort at home



Swing rack for displaying sporting goods and small supplies.

and this matter of suggestion can be made an extremely important factor in your midsummer business. In addition to the timely and seasonable articles in your house furnishings and kitchen stock this is also a good month in which to push sporting goods, fishing tackle, lawn goods, croquet and tennis sets, hammocks, settees, etc., and for the camper out for the party contemplating a vacation trip, safety razors, toilet articles, bags, grips and trunks, etc.

Also aim to make a good showing of the small accessories in the sporting goods line, as they all pay splendid profits and permit quick and frequent turn overs, goods for the children and the young American, small games for the little tots, roller skates, tops, marbles, jacks, bicycles and automobile accessories can all be turned to good sales account during July.

In passing it might not be amiss to say that perhaps sporting goods more than any other line of business offers the opportunity for salesmen and customer to meet on common and congenial terms, therefore a little extra study of human nature and a careful brushing up on the goods should bring excellent results. If a clerk can talk intelligently on the mechanism of a reel, the best bait for trout, the latest baseball "news" or any other branch of seasonable sport he should secure handsome returns for the sales column of his order book.

And during the latter part of the month of course comes the annual "Summer Clearing Sale," and a careful going over of the stock nearly always brings to light shelf warmers, broken lots, odds and ends, and other slow moving goods which had much better be converted into ready cash. It is not at all a bad idea to advertise these goods, adding a few "Specials" or "Leaders" if necessary to make the sale worth while and bring the people in.

By all means go carefully through all of your stock and bring to the front any and all merchandise which can be included in this sale. Possibly you will be able to gather quite an assortment of miscellaneous goods which have not proven rapid sellers. This is your chance, your summer opportunity to put a price on them which will move them without fail.

Summing up briefly I would say: First select your goods and get the price down on leaders where they are bound to attract attention and bring trade. Second get all the goods well displayed and the leaders and specials mixed with the regular or new goods. Third get the leaders and specials in the show windows where they can be seen and let the price tickets do most of the talking. Fourth advertise regularly, intelligently, and as cheerfully as possible, short, terse, pleasant paragraphs. Don't expect, or ask people to wade through a long congested list of articles and price, in hot weather.

In talking to a house furnishing goods merchant who has made a regular feature of Summer Clearing Sales for several years he takes this position. It is better for the clerks, better for the business, and in every way more satisfactory to keep fellows reasonably busy during the dull summer periods than to have them standing around with nothing to do and idle time on their hands. In my own experience I have found that if a Summer Clearing Sale resulted in nothing more than a thorough overhauling of the various stocks, it has paid for itself, for the reason that it brings to the front slow sellers,



Suggestion for Dominion Day celebration. Float used by Barrie hardware firm in civic parade.

dead stock, besides it keeps the clerks interested, and last, but not least, it gives the store an appearance of real activity.

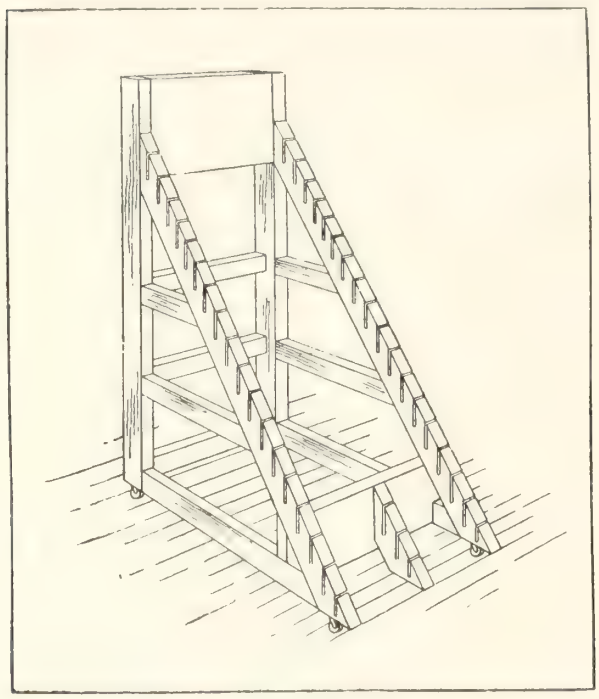
Finally, let your show windows and your store interior back up your newspaper advertising. Make the windows and the store displays co-operate, get all you pos-

sibly can out of them. Let them create talk; word of mouth advertising is a splendid thing for you and your store.

EASILY MADE KNIFE CASE.

Everyone does not happen to possess a case of cutlery, but most people like to keep a second set of knives and forks for special occasions. If care is not taken in storing them they sometimes become rusty, and the ivory of the handles turn a bad color.

A simple [illegible] case, which allows each knife, big or small, to be kept separate from its neighbor, can be easily made at home out of a broad piece of flannel, serge or green baize. Cut the cloth bout two feet long, bind the two sides with braid to match the color of the material and double one side over lengthways till the edge reaches to within a few inches of the other edge. Machine-stitch up the two sides and bind them with braid. Then stitch down the double part at equal distances, allowing sufficient space between each row for inserting a knife. In this way one can store any number, and he will find they will keep in perfect condition. The case can be rolled up and packed away in little space.



Scythe blade display rack. The original is 42 inches high and 30 inches across the case.

WALL BOARDS A GOOD HARDWARE LINE.

By A. M. Watts, St. Catharines.

The extensive advertising of Beaver and other wall boards has started the public thinking as to the possibilities of this class of material. It is a line which the hardware man can handle with profit. A floor space of four feet by four feet is all that is necessary for a rack to hold the stock, and 500 feet can be stored in a space of this size about seven feet high with divisions properly arranged to hold the different sizes. This rack can be easily made by any handy clerk.

The sale of this materials means also the supply of nails. In many cases a sale can also be made of the many excellent dull finish paints to complete the job. Most wall boards will take this material well, and many beautiful effects and good results can be secured at a small cost.

In towns which have a trade in the surrounding country many good sales may be made where there is a difficulty in getting plasterers to go out and use their material.

The writer has quite recently had several enquiries from customers who are considering using wall board for summer residences, and the advantage for such purposes is that any man fairly handy with a hammer and saw can do a very satisfactory job for himself.

MEAN FORM OF COMPETITION.

A retailer in an Ontario town tells of a mean form of competition he has occasionally to meet. A woman customer came into his store the other day and asked for the price of a certain article, and being told that it was 40 cents, said that the opposition hardwareman only charged 35 cents for it.

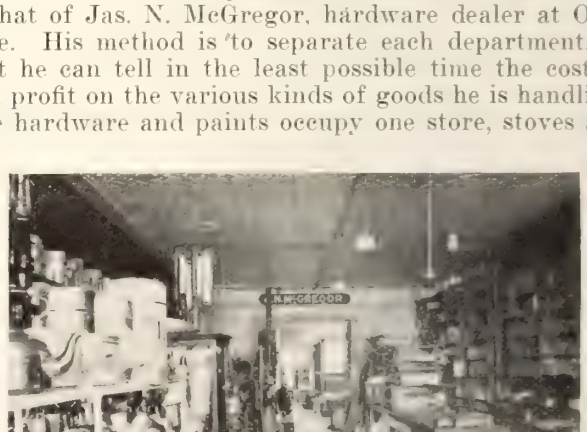
"Why didn't you buy it there, then?" the merchant asked.

"Because he didn't have any in stock," was the reply.

"That reminds me," said the merchant to the customer, "of a man who went into a shoe store and after being fitted with a pair of shoes, asked the price and said he could get them 25 cents cheaper at another store. And when the merchant asked him why he had not bought at the cheaper price the fellow said the other dealer did not have his size in stock. Now, madam," continued the hardwareman, "I can always quote a lower price than my competitor if I haven't the goods in stock and don't have to sell at the price I quote."

HARDWARE BUSINESS ON DEPARTMENT PLAN

One of the most systematic businesses in Ontario is that of Jas. N. McGregor, hardware dealer at Oakville. His method is to separate each department, so that he can tell in the least possible time the cost of and profit on the various kinds of goods he is handling. The hardware and paints occupy one store, stoves and ranges another, and the plumbing and tismithing a separate building. Mr. McGregor is a disciple of system, and on this principle he is building up his business and making it a success. He has added an automobile to his equipment, the cost and expense of which is charged against the various departments for which it is used.



General hardware department in J. N. McGregor's store at Oakville.

Window and Newspaper Advertising

MANUFACTURERS AND WINDOW DISPLAYS.

By G. D. Crain, Jr.

Those advertisers who have devoted time and attention to framing interest-compelling window displays, which are clever in design and suited to the store where they are to be used, have never been heard to complain of lack of interest on the part of their dealers. In most cases the experience has suggested statements which are exactly the reverse.

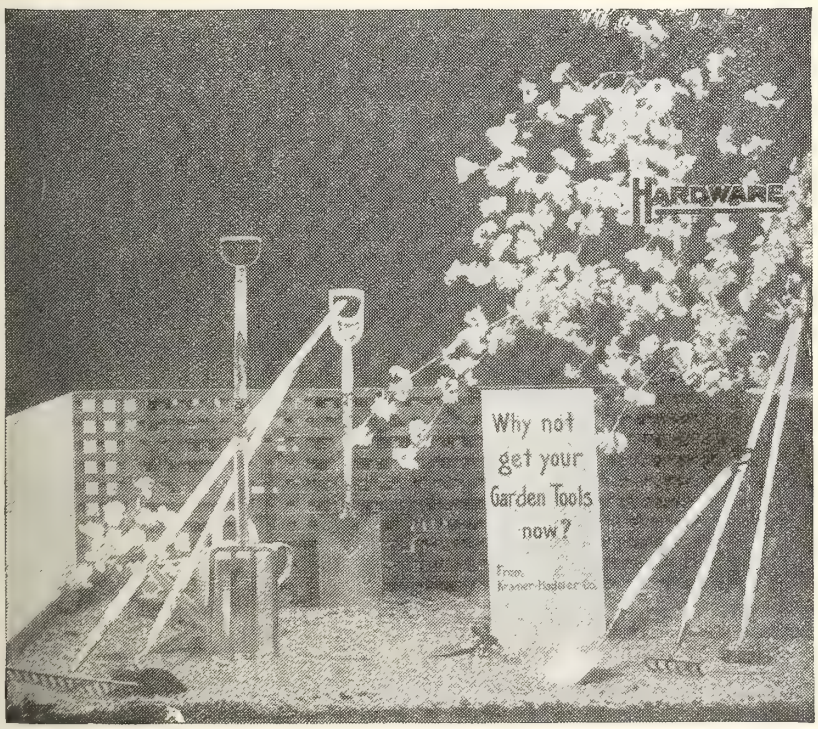
A cutlery house which has always made a point of going after dealer co-operation in window displays found one of the best "stunts" it ever put on to be a large model of one of its popular pocket knives, which was a perfect facsimile of the original. It was suspended in the window of the hardware dealer, and by connecting it with a small motor furnished by the manufacturer the blades were made to open and shut. The latter was stamped with the name of the brand, and as the dealer invariably took advantage of the interest in the major display to fill his window with regular stock of this manufacturer the exhibit was a definite success from a selling standpoint.

Here was another case of a window display that made people stop in front of the store, and that is what Mr. Hardware Dealer is looking for.

It has been found worth while by many manufacturers to emphasize in their dealings with the retail trade the function of definitely organized service departments for the aid of the dealer in planning newspaper advertising, street car work and window dressing. A big watch company which sells exclusively through the jewelers used a lot of trade paper space to tell what its technical service department could do for the dealer; but it was not until it began to explain the help it intended to give in the window display of work of the trade that it began to get more than average interest. When this was noted, an unusually handsome set of window cards was designed and sent out, and the prompt and wideawake acceptance of the offer to provide them convinced the manufacturer that it would be good policy to make window display work a larger feature of his campaign.

Ordinarily automobile tires are not sold from windows, but sales are made by direct solicitation of the car owner. A recent window display of a tire company in which a roadway scene was presented in miniature, real sand, fences, etc., being used to give a realistic impression, attracted so much favorable comment that the same display is being shown at all its branch stores and those of many of the dealers carrying the line. The display showed graphically how easy it is to skid at a sharp curve if the car is not equipped with tires made with this danger in mind, and many an automobilist gave the exhibit studious attention, appreciating the strong points scored by the designer of the display, which was as convincing as a page of the best written magazine copy could possibly have been.

The window display gives the manufacturer a run for his money; and if he can increase the retailer's sales and



Garden tools shown in natural surroundings—a simple yet striking window display. Earth is used as a foundation, and in the rear a rough lattice is used as a background. On the side appears a stump of a tree and behind it may appear a branch of an apple tree with artificial flowers, or the outdoor effect may be secured with other floral decorations. The sign is crudely painted on a rough pine board, thus maintaining the general effect.

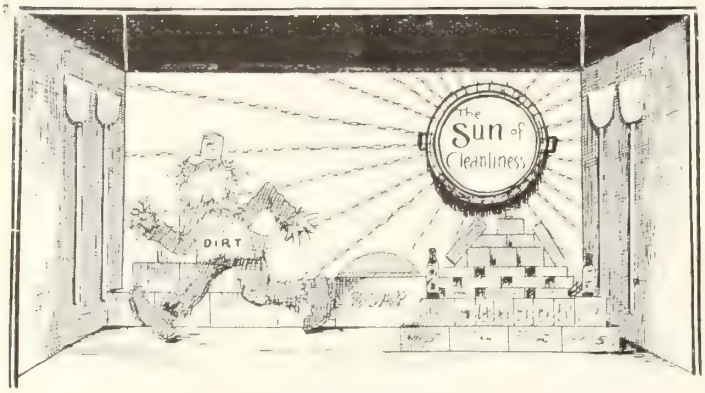
consequently his own through the creation of effective window exhibits, he is the one who profits most largely, not only through the direct returns but because of the good will which he has developed for his house in the minds of his dealers.

DISPLAYING HOUSE CLEANING GOODS.

Advantage must be taken of every happening or event that will in any way contribute to the sale of your goods. For instance, at certain times of the year the housewife plans to give her home a thorough cleaning and this means that she must have brooms, mops, furniture polish, dust cloths, soap, step ladder, carpet beaters, dusters, brushes, metal polish, etc., etc.

The wideawake merchant will take advantage of this and feature all these items in his windows, in the store and in the advertising.

He does not wait for the housewife to decide to buy certain things she may need, but he suggests by means



Window display suggestion for housecleaning goods. Might be arranged also to suit other lines.

of his windows and his advertising that it is time to do house cleaning and that everything needed can be procured from his store. By means of his display he then shows everything he has that will be helpful in house cleaning and is thus apt to sell her many things she never even thought of.

This line of goods adapts itself to many very interesting and unusual displays. This is fully demonstrated by referring to the pen and ink sketch which accompanies this article.

The theme of this window is the dawn of a spirit of cleanliness. The time for an organized campaign against old man dirt, who has been disturbed only in a superficial manner during the past year, is announced.

Every woman who sees the display will realize at once that the suggestion fits her case and will therefore respond.

The sun is represented by our menial friend, the tub. This can be either a wood, fibre or galvanized tub. The bottom should be turned forward, and can be painted a bright yellow, with an inscription as shown in the sketch. The rays of the sun are represented by twisted strands of colored paper extended from its outer rim.

The figure at the front is "old man dirt," who is showing stealing out of the picture because of attacking wash tub.

This figure should not be given too much care in preparation, as the more unkempt and slovenly he appears, the better the effect. Get an old suit of clothes, stuff it with cotton, shavings, sawdust or straw, put an old pair of discarded shoes at the end of the trousers, fill a pair of canvas gloves with sawdust, and fasten to the sleeve ends. For a head, use a mask; for the strands of hair, use shavings or a mop head or untwisted rope, and top it off with an old hat. Shove a strand or two of heavy wire through his legs and arms and bind them to desired position.

Lamp black distributed over the entire figure in a liberal manner will round him out as a fit object to attack with the sort of sundries you are going to bring into the limelight for the time being.

SUGGESTIVE WINDOW DISPLAYS.

By F. A. Farrar

Mrs. Housewife reads in the magazines about kalsomine, house paint, floor varnish, finishes, etc., and is prompted to consider redecorating at once. On the way down town with other errands on her mind, perhaps she forgets all about it, but in going along the street she passes a dealer's store whose windows are filled with pulling power. He has show cards up, packages displayed, and catchingly worded display cars, etc., etc. He makes a live wire connection at once. He reminds the passerby of that in which she is already interested.

Your windows can make a lot of good business drawing noise. They shut out the rain, and the cold, but through them you draw customers and cash, and if your window is attractively dressed the people stop to read the story it tells. They become so interested that they make up their minds to go in, and ask if the story is really true.

A canvass to gain expression of opinion has brought out the fact that a very large percentage of owners and managers of both wholesale and retail stores consider the window the most valuable asset they possess, as it gives them publicity at a time and place when the possible customer is in a position to make a purchase. What use are you making of yours?

If yours is a hustling, go ahead store, let the people know it. Show them that you have what they want. A little local stimulant works wonders. The second dozen customers will be much easier to get than the first, and the many that follow come attracted by their predecessors.

If you are selling a furniture polish, take an old chair or even a piece of used board, and polish half of it; the contrast will be very striking, and you can attach a little sign, saying, "Smith's Polish will do this for you." If you are selling kalsomine, show a few combinations. These are often furnished by manufacturers, or you can make them up easily on cardboard. Attach a sign to this, "Beautify your home at small expense," or "See what a dollar will do." If house paint, show the boards one old, unprotected and decayed, and one which has been painted, and a sign:

"CANNED INSURANCE."
A. and B.'s House Paint Insures Against Decay.

or

Keep Up the Good Work. You've Got a Good Home; Protect It with A. & B.'s House Paint.

Suggestion is more powerful than logic. If you can give an object lesson it often makes more sales than argument. At a seasonable time take an old screen and paint half of it, and display with the card:

Which Does Yours Look Like?
A Dollar Will Fix 'Em All.

Retail Hardware Advertising

Some Suggestions and Examples for Progressive Merchants

SOME SAMPLES OF SEASONABLE ADVERTISING

By A. B. Lever

The Canadian Hardware, Stove and Paint Journal is herewith reproducing half a dozen samples of seasonable advertising, which have appeared in different daily newspapers in Canada. The object in reproducing them is first of all to show the creditable advertising which certain retailers are doing.

The advertisement of the Stanley Mills & Co., Hamilton, is a particularly good ad. The original was 4¼ inches by 13 inches. It is not only attractive typographically, but is well written. It will be noticed that prices are freely quoted, which is a good idea.

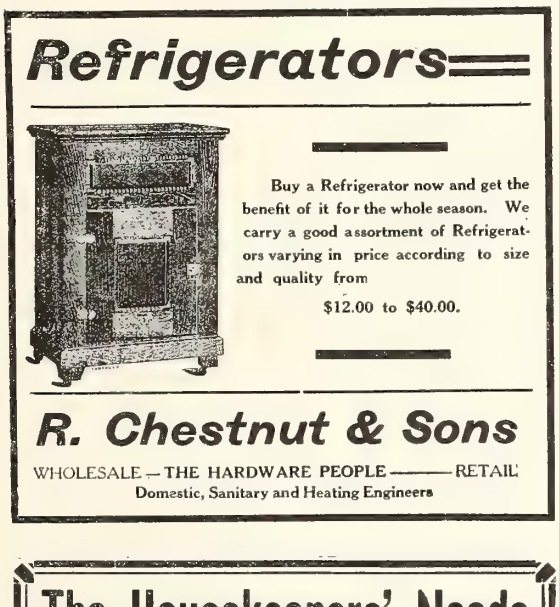
The refrigerator ad. of R. Chestnut & Sons, Fredericton, N.B., stands out well and occupies well-proportioned space. The original was 6½ inches by 6½ inches. The naming of prices in this instance is also to be commended.

The ad. of Colwell & Jennings, also of Fredericton, stands out well and would naturally attract the eye of housekeepers. The original was 6½ inches by 6½ inches. The advertisement, generally speaking, is a good one, but I think would have been strengthened and made more effective if prices had been quoted.

The paint advertisement of the Fallis-Foote Co., Port Arthur, is a good example of an excellent advertising which this company does from time to time. The original was 4¼ inches by 8 inches. "A Paint Surprise" is certainly a striking phrase and the prices are arranged in a way which is both tasteful and striking.

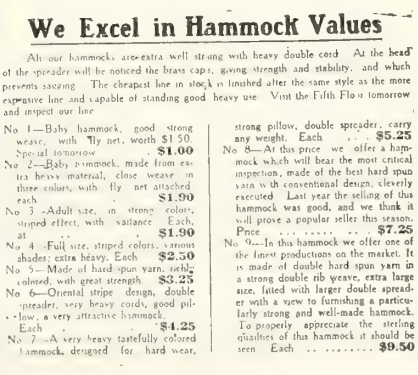
The advertisement with the display line "We Excel in Hammock Values," is an extract from a departmental store ad. and is herewith produced for the purpose of affording a basis for dealers who may be preparing advertisements in regard to this line.











A group of seasonable advertisements.

Results from Summer Advertising

In order to obtain the best results from your summer advertising careful plans must be laid and a standard set for each day and each week and which must be carefully watched morning, noon and night. It will, of course, mean some extra work, but a few weeks of summer work along this line of sales development will double your hot weather dividends and you will be agreeably surprised at the results when the summer season has passed. The month of July offers excellent chances for the sale of fruit jars and other fruit canning and fruit preserving supplies. July is also a good month in which to have a special sale on such summer goods as hammocks, freezers, refrigerators, lawn mowers, rubber hose, screen doors, together with such small goods or staple items as lemon squeezers, ice tools, berry dishes and sherbet glasses and other season small household and hardware summer merchandise. In other words July is a good month for the house furnishing goods dealer to emulate the example of the department store and make an honest effort to clean up and get rid of his summer merchandise in dead earnest.

Why not take this viewpoint. You buy summer merchandise to sell and not to carry over, then why not carry this farther and take the firm stand that somebody wants the goods you have and that it is a part of your business to let the people know that you have what they want in summer and hot weather merchandise. The buying public want information and more information, they must be constantly advised and reminded of just what you have that will administer to their comfort or pleasure during the summer months.

Week of July 1st to July 6th, Inclusive.

Monday—Feature wash day and laundry needs.

Tuesday—Mops, house cleaning items, brooms, scrub brushes, dusters, soaps and chamois, etc.

Wednesday—Bath room supplies and fixtures

Thursday—Holiday.

Friday—Kitchen furnishings of all kinds.

Saturday—Sale of china, glass and enamel wares.

Week of July 15th to July 20th, Inclusive.

Make a special summer drive on ice cream freezers, refrigerators, lawn and garden supplies, etc.

Week of July 22nd to July 27th, Inclusive.

A crash in china, glass ware, fruit jars, preserving kettles, sealing wax, fruit cans, fruit jar caps, rubber rings, fillers, wrenches, etc.

Week of July 29th to July 31st, Inclusive.

Close the month with a rousing three-day Summer Clearing Sale, including in this sale every department and make it a point to clean up all summer stock that you do not wish to carry over. This is a good season in which to slaughter prices, and if the sale is properly conducted it will help your regular and staple lines to a marked degree.

In featuring your Monday display, your bulletin would read:

Sale of Laundry Needs To-day.
Specials Every Day.
UNTIL JULY 6th.

The window decorations will remain the same during the entire week and the sign bulletin as well, except for the top line which of course will be changed to suit each succeeding display.

DISPLAY
of Outing or Picnic Goods.

For this display, cover the bottom of the window with green crepe paper to represent grass. On the right, group your line of lunch and picnic baskets. On the other side, group a line of fruit jars, jelly glasses, plates, etc. In the centre group your line of small goods, such as cork screws, can openers, paper napkins, knives, forks, spoons, etc., suspended from the ceiling have a show card reading something like this:

GET YOUR OUTING
and Picnic Supplies Here.

This display can be made very attractive. It is inexpensive, features seasonable goods, and if properly arranged the window can be taken in at a glance, and in that way stimulate the sale of a great many picnic and outing goods.

BEST POLICY.

To advertise goodness and not badness is a right object for every man or woman or child, whether directly connected with a printing press or not. The words we speak advertise one or the other. The choice may be made every time we open our mouths. "Advertising Goodness," then, is the appropriate title of a sketch in Good Housekeeping magazine which is written with the avowed intention of telling what the writer knows about the extent to which the Golden Rule is nowadays practiced in the business world.

The writer starts off with saying that he wants to be good and knows that the world wants to be good. He has no way of helping the world to be good in crowds, but he can begin with himself and make all that he does and says and is really good. He can also take grateful cognizance of all the goodness he finds in others.

So he proceeds to tell an amazing story of his plumber. Called on to make some changes in the pipes of the house and street connections the plumber agreed to do the work for a certain sum. Next day he came to tell the house owner that what was needed was to remedy a defect in the city's piping, that the city would do this without cost to the householder, and thus the plumber gravely bowed himself out of the job. The writer does not remark on the sad fact that such a piece of simple honesty should be thought worthy of comment. He is only too glad to have such a bit of unselfish honor to proclaim to the world.—"The Christian Science Monitor."

TO THE UNKNOWN DEAD.

Last weeks' Rossville Reporter printed this paragraph in "agate," the smallest type in the office: "Why are you reading this little paragraph? You are reading it because you are afraid you might miss something. This little paragraph is in honor of the unknown dead, and the unknown dead, you know, are the merchants who don't advertise. They believe that ads are seldom read. They think every one knows where their places of business are, and they peacefully sleep."

REAL ADVERTISING IS NEWS.

The successful merchants of to-day place their faith in honest, commonsense, persistent publicity. They know that advertising is simply news—news of merchandise, and prices, and store service, and so on. And the advertiser who gives the people the news they want to read has the only sort of power over pocketbooks that is fundamentally sound.—Jerome P. Fleishman, in the Baltimore "Sun."

Paint and Varnish Trades

A Useful Paint Catechism

By Dr. C. B. Heckel

What are the Drying Oils, and Why Used?—Linseed oil, poppy seed oil, nut oil, China wood oil and sunflower seed oil. The first named is very extensively used, the second two in artists' colors and some special paints where extreme whiteness is essential, the fourth is coming into favor for certain lines of paint and varnish; the last named has been used in this country experimentally only, and to these should be added certain semi-drying oils, such as corn oil and cottonseed oil. Oils are used first, to give to the paint the necessary fluidity; second, to ensure the uniform distribution of pigment on the surface; third, to form a firmly adherent and coherent film of the proper character; and last, to produce in the paint the desired lustre.

What is meant by covering 300 square feet, two coats?—This refers to paints applied to wood and means that each gallon of paint, to be satisfactory, should cover properly, with two coats, upwards of 300 square feet of surface. The covering power of strictly pure white lead paint under duplicate conditions seldom exceeds 250 square feet.

What is meant by a surface that is neither too hard nor too soft?—A surface that is too hard is subject to abrasion, cracking and chipping off; a surface that is too soft is subject to removal by rubbing or scraping—this characteristic in extreme cases amounts to permanent stickiness; in another sense the phrase includes "chalking."

What is meant by an average life of four years?—That, under average conditions of surface, climate and exposure, repainting shall not become necessary for surface protection more than once every four years. In exceptional or favoring cases this life of a good paint may extend to ten or fifteen years. Except for uncontrollable circumstances it should not fall below three years. Strictly pure, white lead paint, except in extraordinary circumstances, will not last over three years. It frequently perishes in less than half that time.

A surface suitable for re-painting?—This means that when re-painting becomes necessary the remainder of the old paint will present a practically unbroken surface and permit firm adhesion of the new coating.

How does paint disappear?—It may chalk, peel, flake or wear away.

What is chalking?—Chalking is that quality, most characteristic of strictly pure white lead, which some paints have of disintegrating, falling into powder and dusting or washing from the surface irrespective of normal wear and tear. It is due to progressive chemical action between oil and pigment in the presence of oxygen, carbonic acid gas and moisture. The paint on a "chalking" surface will rub off on the clothing.

What is peeling?—Peeling indicates an imperfect attachment of the paint film to the surface. The term sufficiently describes the action. Any paint may peel if applied to a damp, greasy or resinous surface. Peeling may also be caused by interior artificial heat, driving moisture outward under the paint film; by capillary moisture rising into wood in contact with the earth, etc. Pure linseed oil paints are more liable to this defect than cheaper paints containing alkaline emulsions and water.

What are scaling and flaking?—The premature detachment of paint in smal scales or larger flakes. A brittle paint, in the circumstances where a more elastic paint would peel, will scale or flake, according to its degree of brittleness.

What is the cause of blistering of paint?—Heat vaporizing underlying moisture. Only new paint is subject to this evil, unless the heat be excessive, and one paint appears to be as much subject to it as another. Excess of volatile oil prevents it. **Incompletely dried lumber would seem to be the chief cause.** It may be partially due to a chemical action of light and heat on the oil, segregating glycerine under the blisters, and partially to the expansion of the water in moist spots under the paint. The blisters often disappear in a short time, but the paint is detached from the surface and will scale away when the paint becomes brittle. They are merely a detached covering not an adherent coating of paint.

Alligatoring, the Cause and Remedy.—An incomplete form of peeling, where the paint cracks into large segments, one end of the segment loosening and curling back from the surface while the other end remains firmly attached, the surface remotely resembling the back of an alligator. When the alligatoring is fine and incomplete it is usually termed "checking." Heavy coats of paint applied to unseasoned wood will alligator, especially if the paint be slow drying, tough and inelastic. Rosin drier in zinc paint is said by Toch to be the chief cause of the form known as "checking." The remedy is to scrape or burn the old paint off and repaint with thinner coats.

What are Volatile Oils or Thinners?—Certain liquids which form a perfect solution with drying oils, and on exposure to the air evaporate rapidly and more or less completely They are spirits of turpentine, wood turpentine, benzine or naphtha, alcohol, benzole, etc. Of these the first two named are the ones most used in paint. Benzole and a few similar products are used in specialties like varnish removers, bronzing liquids, etc. The "thinners" are added to paint for their mechanical effect alone—to facilitate the labor of spreading, to reduce excessive proportions of oil, to hasten the "setting" of the paint, to reduce the gloss of under coats, and thus improve the adhesion of subsequent coats and to destroy gloss so as to leave a dull finish.

PAINT PROFITABLE ALL THE YEAR ROUND.

A Pennsylvania hardware firm, which gives particular attention to the paint end of its business, gives its experience as follows:

"We find our paint business profitable all the year round, and especially so in the outdoor painting season.

Possibly our method of handling it is somewhat different than that adopted by some others.

"We carry a well known and widely advertised line of ready prepared paint, the factory being in quick shipping distance. No attempt is made to stock the company's full line of paints, nor does the company think that such a course could be followed with profit except where the paint trade is very heavy. Our desire is to keep well stocked on the inside paints, varnishes, fillers, etc. Inside work is often done on the spur of the moment, and if we find the stock does not include just what the customer is looking for, he or she will almost invariably go elsewhere before waiting for us to order it. With outside work,however, the opposite holds good. Most people will come in to pick their colors a week or so in advance of the time they intend to use the paint. Then the sale is made from the color card and ordered from the factory.

Linseed oil is kept in stock and always enough lead for any fair sized job. A good line of brushes and colors in oil is carried to attract the professional painter. Their trade is valuable, for they help to sell paint.

To repeat, we find a full line of inside paints, varnishes, etc., a small line of outside paints, with good facilities for ordering, with lead, oil and turpentine for those who prefer it, to be a winning combination.

A LITTLE SALESMANSHIP.

A certain firm was successfully engaged in the hardware business a number of years and, like many others, carried a small line of paints, most of which was formed in little pyramids in front of the counter. In this way customers, in trying to get next to the counter, finally marred the labels and dented in the cans from constant knocking against them.

When it was possible to sell a can of paint, the customer usually wanted a rebate on account of the condition of the package, or else passed some "nice" remark about the stock. This conditions of affairs went along for some time and, finally, as only a few small sales were made at frequent periods, it was concluded to close out the stock as an unprofitable line.

Need the question be asked whether this were a case of poor salesmanshipr, or poor management? We would rather lean towards the latter, because no interest was taken in the line it was unprofitable; therefore too much money had already been lost. The whole paint proposition was condemned as a result of this experience.

About this time along came a salesman for another house. Many of them had called, but never were given a chance to show the paint proposition in its true light, but this one started the subject from a different point. He got the buyer interested, showed him how a certain portion of shelf room should be set aside for paints, how to display them, explained window dressing, and showed photographs of many customers who used window helps.

Then they got down to talking stock, and that a liberal stock must be carried. The firm was doing a large business in other lines and, "having been shown" the paint proposition in its true light, the question of investment began to look small compared to the profits, and the whole scheme took on a new light. It no longer was a question of how little paint could be stocked, but how much. The tide of indifference had been changed to enthusiasm, which is the keynote to success.

All this resulted in a good big order being placed with the saleman who "knew how." Then he interested the architects and painters, made a number of sales, and by the time the stock arrived and some little newspaper advertising was done, the paint had been introduced in earnest.

There are still merchants who have not as yet awakened to the importance of the paint business. No time is more propitious than now, when paint is selling far below other commodities. There has seldom been a time in the history of our country when more building was being done. The farmers are now better off than ever before, a new era has opened to them, all of which means increased consumption of paint; therefore, things were never more favorable than now.—"Paint Oil and Drug Review."

PAINTED RADIATORS AND HEATING EFFICIENCY.

There always has been considerable controversy between stove and heating men as to whether or not painting a radiator will lessen the amount of heat given out by said radiator.

It is generally believed that there is a great loss in efficiency from painting radiators. We do not agree with this opinion, however, says The Locomotive, and it has long been our custom to require piping and radiators to be painted in colors appropriate to the finish of the rooms in which they are placed. Professor C. L. Norton, of Boston, Mass., made a long series of experiments upon the transmission of heat through and from painted surfaces. His results are highly interesting, and are recorded in the nineteenth volume, (1898) of the Transactions of the American Society of Mechanical Engineers. They have seemingly never attracted the attention they deserve. Taking the amount of heat radiated from a new pipe as 100, Professor Norton obtains the following relative values for the heat radiated, under similar conditions, from pipe treated as indicated:

Loss of Heat at 200 lbs. Pressure from Bar Pipe.

New pipe	100
Fair condition	116
Rusty and black	119
Cleaned with caustic potash, inside and out	116
Painted dull white	120
Painted glossy white	100.5
Cleaned with potash again	116
Coated with cylinder oil	116
Painted dull black	120
Painted glossy black	101

It appears from the foregoing results that the color of the pipe has little or no effect upon the radiation of heat, though the condition of the surface with respect to glossiness or dullness has quite a sensible influence. Thus a dull surface, whether it be white or black, has a radiative power of 120, and a glossy surface, whether white or black, has a corresponding power of only about 101. These results accord well with our experience, which is to the effect that there is no loss in efficiency through making pipes and radiators harmonize with the general color scheme of the rooms in which they are placed, provided glossy finishes are avoided.

SHERWIN-WILLIAMS' CALGARY WAREHOUSE.

The new warehouse of the Sherwin-Williams Company of Canada, Limited, at Calgary, will be completed about the middle of July. It is 50 by 114 feet and three storeys and basement. It is mill construction, solid brick with track facilities.

Canadian Hardware Manufacturers

Men who are helping to build up the manufacturing industries of Canada.

T. W. Kirby, Third Vice-President of the Canadian Hardware Manufacturers' Exhibitors' Association, is a strong believer in organization, having for many years been one of the most active members of the Canadian Stove Manufacturers' Association, and having acted as secretary for three years, an experience which ought to make him a valuable member of the Exhibitors' Association.

Mr. Kirby, as a look at his photograph would indicate, is a man of strong determination, and when he sets about to do a thing, it is certain to be thoroughly done. He is a builder in all senses at his business, and in his thirteen years' experience in the hardware trade, he has been a factor in building up two of the best-known industries in Ontario.

Thirteen years ago Mr. Kirby accepted a temporary position with the Metal Shingle and Siding Company, Limited, Preston, at a time when that industry was doing a smaller business than the average tinshops in a



T. W. Kirby, Sales Manager, Hamilton Stove, and Heater Co. Third Vice-President, Canadian Hardware Manufacturers' Exhibitors' Association.

country town. It is now doing as many hundred thousand dollars' worth of business as it did in single thousands then. Mr. Kirby's aggressiveness soon made him shipper as well as bookkeeper, and as the volume of business grew, he later became sales manager, making such a favorable record in that position that he attracted the attention of John H. Tilden, of Hamilton, who prevailed on Mr. Kirby to accept the secretaryship of the Stove Manufacturers' Association.

Three years at this job brought the organization into a much stronger position than ever before, and Mr. Tilden recognized the worth of Secretary Kirby by offering him the post of sales manager for the Gurney-Tilden Company, Hamilton, which business at that time required an element of aggressiveness to mix with its time-honored policy of conservative management and quality manufacturing.

For five years, therefore, Mr. Kirby has been giving his energies to the building up of the Gurney-Tilden Company and the Hamilton Stove and Heater Company, the first three years under the old name and leadership of John H. Tilden, and for the past two years under the later name and the presidency of W. H. Carrick, all facts and figures going to show that in these five years there has been a remarkable growth both in the volume of sales of Gurney-Tilden products, and, also an equally important improvement in the variety and the quality of the output of their many lines of stoves and ranges, warm-air furnaces, boilers and radiators and builders' hardware.

The Hamilton Stove and Heater Company, as the business is known to-day, stands in the very front of both stove and hardware manufacturing industries in Canada, a position that is well deserved, because of its being one of the oldest of Canadian factories, as well as because of the high quality of their present day products.

Mr. Kirby, on the office staff, with J. W. Bennett on the Ontario sales force, are the only links connecting the old Gurney-Tilden Company with the present Hamilton Stove and Heater business, so far as the trade in Ontario is concerned. And both these men are well known to Ontario hardwaremen, particularly to those who have attended the various conventions of the Ontario Retail Hardware Association from year to year, where the Gurney-Tilden exhibit has always been an important feature, one of Mr. Kirby's business precepts being that a manufacturer should avail himself of every opportunity to consult the retailers who sell his goods and the consumers who use them in order that every possible criticism should be heard and the necessary means made from time to time to keep the goods thoroughly up to date. Mr. Kirby believes that if the manufacturer can get into personal contact with his retail customers in every part of the country he should do so; but if this is impossible, he should encourage his salesmen not only to sell goods, but to get, as the personal representative of the manufacturer, all the information about the goods he sells so thoroughly that the most minute details can be explained and demonstrated to the customer, and, on the other hand, if any difficulty can be shown or any improvement suggested the traveller should report this information to his employer.

The annual exhibition of the Canadian Hardware Manufacturers' Exhibitors' Association provide an opportunity for the manufacturers and sales managers to get the direct contact with their retail customers so much desired, and an increasing number of the "heads" are taking advantage of the opportunity.

AN EASTERNER OPTIMISTIC OF THE WEST.

W. S. Fisher, of the Enterprise Foundry Co., Sackville, N.B., was a recent visitor to Toronto on his way back home after a three months' trip to the Pacific coast. He and Mrs. Fisher, who accompanied him, returned from the West by way of the United States, and went through a number of the big factories in that country in search of pointers that might be adapted to his own business. In conversation he spoke of the tightness of money across the border and in our own West. The crops in the Canadian prairie provinces looked good to him, and he felt quite optimistic in regard to the future of the West and is very positive that the present lull is but temporary. His own company's business is splendid.

SALESPEOPLE

"GLAD TO SEE YOU."

"Our clerks are very courteous and will be glad to show you everything, whether you wish to buy or not." This is the announcement of a well known firm. While it states what should be a trite fact, in how many places does it honestly hold good? There are clerks who meet you so reluctantly that you feel at once the chill; the realization that they are halting in the hope that some other clerk will proffer his services. This is more true in the large establishments where patrons are for the most part strangers, and yet they are regular customers and feel that they are entitled to a little cordiality. In the small town such indifference would be at once resented in a way so emphatic as to at once elicit attention from the man at the head.

But the "glad to see you, whether you buy or not," is a more crucial point. We may easily, if we try, appear glad to wait upon a customer who really means business. But the one who is hard to suit, or who we find is, after all, only curious—this is another matter. Yet there are several reasons why it is important to curb our own disappointment in spending valuable time where an immediate sale proves utterly out of the question and to heartily echo the words of the advertiser, "glad you came, even if you did not buy."

So often the failure to make a sale rests no more as a fault of the visitor than of the salesman. It may be lack of funds. The desire is there, but the means are at the time lacking. The visit is made in the vain hope that a bargain may be struck which will bring the coveted article within reach, or the rights of the customer to compare prices with other stores leads to the visit. Every slight is duly reported to friends, who will shun you. So, smile, even though you bite you lip with disappointment when you have closed the door after your visitor. It will pay you in the end.

CULTIVATING THE CLERKS.

The most successful business men are those who are able to bring out the best in their employees, writes a dealer of long experience.

The merchant who can inspire his clerks to do their best, to feel his enthusiasm, to actually like their work for the game itself, and knows it, works at a tremendous advantage.

All merchants do not have this power, but most can develop it to a profitable extent.

We give a few suggestions which actual tests have proved of merit. We recommend them for every store from one clerk up.

1. Post your clerks on the talking points of new goods.

Just use the common sense method of explaining the merits of the article. Technical knowledge is not necessary, but you can sum up in a few words your reason for buying and why you think others would care for it. To an inexperienced clerk this will mean a very great deal.

2. Be frank with your clerks.

It is a splendid idea to have a little meeting occasionally at which time you can solicit their suggestions, tell them of your plans for the next week or month and what you would like to accomplish. You would be greatly surprised at the excellence of the ideas brought out. They come to believe that they really have a big part in your store, which is true. So big a part, in reality, that your success depends largely upon it.

3. Be fair to your clerks.

Listen to them kindly when they have a complaint, and keep your temper. Don't be unreasonable. There are always two sides to a question, but, of course, respectfully maintain your dignity as head of the business.

4. Do not openly show favors.

Nothing can be gained by creating antagonism or jealousy; but honest competition should, of course, be encouraged. Some clerks have too good material in them for you to allow it to waste. Encourage that clerk who bids fair to be a burden saver for you.

5. Study your clerks.

Learn their strong as well as more noticeable weak points, encourage them, show them you are of the same kind of flesh and blood they are and have a sincere interest in their interests.

6. Use your clerks.

The average merchant, for fear that no one can do a thing quite as well as he, is losing a good chance. Set one in spare time to checking up prices, comparing catalogue prices, keeping want books, trimming windows, planning a sale. If you have a bright young man it is more than likely he can develop into a writer of good ads for you.

It is altogether true, though, that you cannot inspire your clerks unless you are inspired. You yourself create the atmosphere in your own store, let it be one of cheer and optimism; a good place to trade.

You will save time by taking time to cultivate your clerks.

MOVING TO NEW QUARTERS

The Pease Foundry Co., Limited, are having their new Toronto office and showrooms, at 118 King Street East, put in shape preparatory to moving from their present location at 36 Queen Street East.

CANADIAN PARCELS POST BILL

Since the first part of Canadian Hardware, Stove and Paint Journal went to press the House of Commons has passed a bill establishing a parcels post system. The Postmaster-General had stated that a bill would not be brought down this year, but on June 4 he unexpectedly introduced the measure and the House rushed it through its three necessary readings in the one day.

The bill is, perhaps, more moderate than was expected. The Dominion is divided into seven large zones, the three maritime provinces forming one, and the other provinces the remaining six. In addition to this provision is made for a 20-mile local zone, the object of which, as stated by the minister, being to protect the local merchants. This provision is, no doubt, the result of the stand which the trade journals and the retailers' associations have taken in regard to parcels post.

The rates are not specified in the bill, but will be issued later on by the department before the measure becomes law. The bill has yet to come before the Senate.

The Montreal Paint & Glass Co., Ltd., has been incorporated to take over the business of C. A. Sharpe, Montreal, and to make and deal in structural glass, paints and oils. The capital is $50,000, and the provisional directors are C. A. Sharpe, W. F. Ryan and F. H. Ryan.

New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The Gurney Foundry Co., Toronto, have in their 18-63 furnace series a new line to meet the demand for a practical, moderate priced, hard coal furnace of substantial construction with a large fire door, almost the size of the firepot, and other devices for economy and convenience. A distinctive feature of the furnace is the fire travel. After leaving the combustion chamber the products of combustion must travel completely around the radiator in order to reach the chimney. This protects the owner against that defect in warm

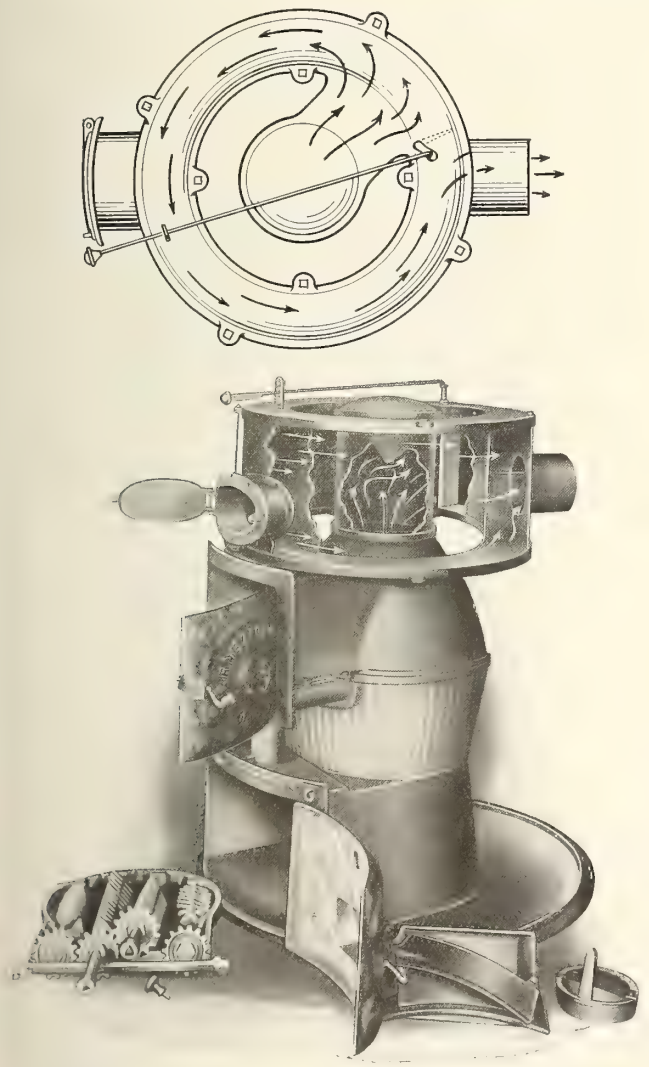
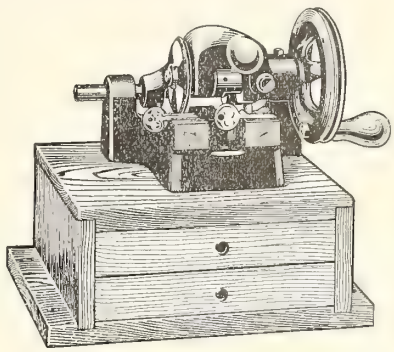


Illustration showing one-way fire travel in Gurney-Oxford 18-63 and "600" series furnaces.

air heating, where all the heat goes around the radiator. Besides this line the company's recently-issued illustrated price list, No. 313, gives illustrations and descriptions of Gurney-Oxford warm air furnaces, registers, tin pipe, etc.

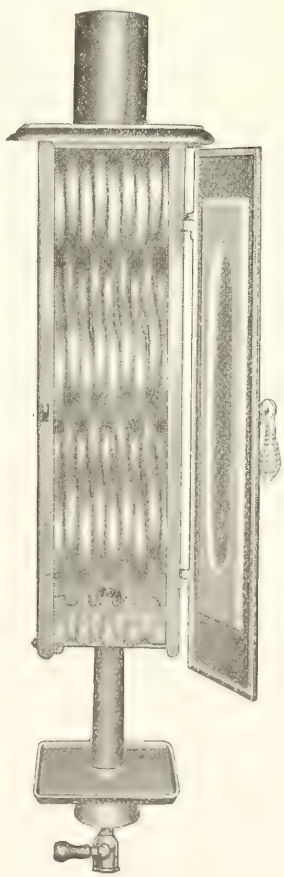
Canadian Yale & Towne, Ltd., St. Catharines, Ont., makers of Yale products in Canada, have just got out the Yale automatic key-bitting machine with a complete outfit of tools and an assortment of keys. This little machine will bit keys for pin-tumbler locks as accurately and almost as fast as the larger power-driven used in their own plant. The machine should prove of great assistance in hardware stores where there is a reasonable demand for cut keys. The outfit takes up little space—the machine is 5½x10 inches; 6 inches high when closed, and 10 inches when open, and weighs but 30 pounds. A key can be adjusted in it in 30 seconds and duplicates cut in two minutes. The machine is equipped with a high-grade steel cutting



Yale key-bitting machine outfit.

wheel, which latter is termed a universal one, as it will bit cylinder keys of all recognized lock makers in Canada and the United States.

Charles E. Santo, London, Ont., is putting on the market the easy-to-fill sanitary automatic poultry fountain, the patent for which has been applied for. It is sold specially through the hardware trade. Filled from the top the contents fall to the bottom and come gradually through a dent at the bottom onto the metal base formed like a dish. The can cannot overflow, and there is no danger of drowning chicks.



The Gurney Foundry Co., Toronto, have in their new "Gurney-Oxford Ninex hot water generator" a heater that is nearly instantaneous, and either natural or manufactured gas may be used. It will raise eight quarts of water, sufficient for washing dishes, from 60 to 110 degrees in two minutes; 22 quarts to 125 degrees in six minutes; or heat a 35-gallon range boiler to 140 degrees in 30 minutes. A series of nine separate coils brings the water in direct and instant contact with the heat from a latest type burner. The "ninex" is a moderate priced heater and is economical on gas. This generator is illustrated and described in the company's latest gas stove catalogue just off the press, along with a number of other new lines.

La Poele National, Ltd., L'Islet, Que., stove founders, are in liquidation.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The Fuel Economizer Co., Ltd., Hamilton, Ont., have gotten out a neat little pamphlet descriptive of their new "Fi Re Co" stove attachment, recently described in Canadian Hardware, Stove and Paint Journal. These attachments are made at the company's Hamilton plant. The claim made for these stove attachments is that they save time, money, fuel and labor. The pamphlet fully describes all its good features.

The Enterprise Foundry Co., Sackville, N.B., are publishing "whenever we have anything to say" a little paper entitled "The Enterprise News," which is gotten out in the interests of the hardware trade. It contains sample stove advertisements, selling hints and a number of practical suggestions that should help the stove dealer do more business.

The Gurney Foundry Co., Toronto, have just published in three uniform booklets catalogues descriptive of their stoves and ranges, each of them devoted to one particular line—stoves and ranges for soft coal, cast stoves and ranges for hard coal, and steel stoves and ranges for hard coal. These booklets are issued for the benefit of the dealer, a blank space on the front being reserved for the dealer's name. The Gurney-Oxford, Chancillor and Golden Nugget ranges are treated of in an especial manner, but prices are omitted. Cook stoves and heaters also find a place therein. This is one of the co-operative plans of the manufacturer and dealer that should be worth while in proving a profitable aid.

Pinchin, Johnson & Co. (Canada), Ltd., Toronto, have just published a new catalogue of their "Minerva" paints, varnishes and specialties, which they will send to legitimate dealers on request. The price list is revised to the 1st April last. The products of this house, established in 1834, are now sold all over the world, and in the Canadian factory the output maintains the high excellence of quality which has always been characteristic of the English house.

The Pease Foundry Co., Toronto, in their general catalogue and price list No. 80 describe and illustrate their extensive line of warm air furnaces, combination furnaces, registers, etc. The furnaces described are the result of almost thirty years' exeprience in the manufacture and sale of heating appliances, and these have been fully tested before being offered for sale. The book is printed in red and black, with tabulated size and price lists and convenient memo. blanks for notes and orders at the back.

Cummer-Dowswell, Ltd., Hamilton, have just issued their new catalogue No. 9, which exactly illustrates and accurately describes one of the largest and most complete lines of hand and power washing machines, clothes wringers, portable dryers, churns, etc., made in the British Empire. The machines include every improvement known to successful household laundry apparatus construction. The styles and sizes are of a variety to satisfy every requirement of the most extensive trade, and are reasonably priced, taking into consideration their high quality and design. To the dealer handling the Cummer-Dowswell lines the company offer advertising co-operation.

The Hamilton Stove & Heater Co., Ltd., Hamilton, in their price list No. 14, recently published, have gotten out probably the most complete builders' hardware price list ever published in Canada, and the only illustrated, loose leaf price list covering builders' hardware made by a Canadian firm. It is a book of about 100 pages and has an annotated thumb index down the edge of the book. The various goods described while numerous are so conveniently arranged that any article required can be found at a glance. The same company have also published a new Souvenir furnace and register catalogue (No. 90), which gives information as to sizes and prices and also helps as an adjunct to sales, by telling all about "Souvenir" furnaces. The 600 series is a new furnace for small and medium-sized houses. It is compact and simple and can be operated by anyone without special instructions. It consists of few pieces, and is a powerful heater and one that will give long service.

The Luther Grinder Mfg. Co., Milwaukee, Wis., have just off the press their catalogue No. 29, descriptive and illustrative of Luther's "dimo-grit" grinders. The book contains some 64 pages devoted to various sizes and shapes of grinders. The selling policy of the company is that the products are marketed through the retail hardware and implement trade; uniform



prices prevail in every locality; and the articles themselves give the buyer the greatest possible value for his money. With every purchase of a Luther grinder goes the guarantee of perfect satisfaction or money refunded.

E. T. Wright Co., Ltd., Hamilton, Ont., have published a little booklet whose purpose is to give some facts and figures concerning "Wrico" ware—an extra fine quality of galvanized and tin ware. To make this ware it was necessary to extend the plant and instal new large and expensive machinery. "Wrico" ware is made from very heavy stock and great care is given to its production and finishing.

A. Welch & Son, Toronto, have recently got out their catalogue, No. 2, devoted to hot air registers and cold air faces. While the size of the booklet is small it covers a range of register stock that is very extensive. They are sending the catalogue to dealers on request.

James J. Hickey, manager and superintendent of The Supreme Heating Co., Ltd., Welland, Ont., has resigned. His successor is J. C. Strickland.

Ventilation of Public Buildings

By H. C. Russell

For the removal of foul air vent ducts should always be provided. In schools and small office buildings vent risers the same size as the warm-air flues should be included, leading directly to the attic, where means of escape should be arranged preferably by common ventilators of ample size. As a general rule no collecting piping system in the attic are necessary.

In hotels, large office buildings, club houses, etc., the runs of both heat and vent ducts are long and tortuous. It is usually the case that the foul air is removed through the basement, and to the outside through exhaust flues provided for the purpose. In such cases the foul air ducts might as well be omitted as to expect them to remove the foul air without a special exhaust fan for the purpose. The subject of exhaust ventilation is discussed in another chapter.

The typical schoolroom is about 28 by 32 feet, and allowing one pupil for each fifteen square feet of floor space, as is the general rule, and thirty cubic feet of air per minute to each pupil, we get 1,800 cubic feet per minute to each room. This requires three square feet of duct area at 300-foot velocity per minute and six square feet of screen area. Often a cloak room is just off the class room, and in such location that a screen can be placed in the door of this room and let the warm air from the room circulate through the cloak room on its way to the foul air duct which has its inlet at the far end of the cloak room. This warm air serves the useful purpose of ventilating this room and drying the clothing.

Avoid such myths as gossomat checks, etc., as occupants of the rooms often imagine that they are getting no ventilation when these checks are closed, as is usually the case, when as a matter of fact the air is escaping by more convenient channels than the foul air ducts.

Registers and Grilles.

As a general thing wire screens made of about No. 12 wire, one-inch diamond mesh, wired in three-quarter inch channels, and the whole enamelled black after finished and in place, are used in school houses. These screens are cheap, offer the freeest possible passage to the air, and contain fewer corners in which dust can find lodgment (so much to be desired in school work) than any other contrivance and they present a neat appearance.

In office buildings, etc., register faces are generally used, but unless the temperature is controlled automatically registers must of course be used.

In hotels and rooms of special finish, special ornamental cast iron or bronze grilles are often used. The grilles are of special design as a rule. It is well to watch this "'special design," for it sometimes does not occur to the designer, who is interested in the artistic effects, that a certain volume of air has to pass through that grille.

As a general rule the bottom of the warm-air outlets should be about eight feet above the floor, blowing straight toward the exposed wall. The foul air outlet should be at the floor line as nearly under the warm-air outlet as possible.

In hotel lobbies, cafes, etc., a system of exhaust outlets at the top of the room for summer use is usually desirable. Such may have their ducts connected to the same exhaust fan as the other vents are connected to, and by a suitable arrangement of dampers either set of vents may be used, as occasion demands.

Floor registers should be avoided where possible, as they are insanitary in the extreme. However, in school work it is a good plan to put what is called a "foot warmer" in each entrance hall. These registers may be, say, about 48 x 60 inches or larger. Such are very comfortable for the children to stand over and warm their feet.

NEW IDEA IN FURNACE CONSTRUCTION.

An innovation in the construction of hot air furnaces is announced by A. P. Smith, Minneapolis, Minn., who has recently patented a furnace possessing many distinctive features, which, he says, will reduce heat waste to a minimum, and will burn soft coal without creating soot and little smoke. Of his invention he says:

"I have spent twelve years on this invention, and twenty-seven years of my life in the heating business. I have realized for years that there has been a tremendous and unwarranted waste in the use of soft coal to say nothing of the inconveniences of using it. I discovered that to get a good combustion, the air needed to be heated to a very high temperature, and that an unwarranted waste was taking place by throwing fresh coal on top of hot coals. This coal being cold and the fire having to go up through it, threw off tremendous amounts of unconsumed gases in the shape of soot and smoke.

"I realized if I could invent something that would allow us to burn from the coal instead of through it, and at the same time introduce air to a high temperature we might expect to get results that would be satisfactory. Hence this invention. And to say the least it has developed into all that I could ask for. About a year ago I discovered that George G. Tierney, for a number of years foreman in the shops of the Roberts-Hamilton Company, had ideas along the same lines. After a careful consideration of the matter we decided to combine our efforts, and constructed a furnace, mostly by hand, crude in its mechanical construction, but adhering strictly to the principles involved.

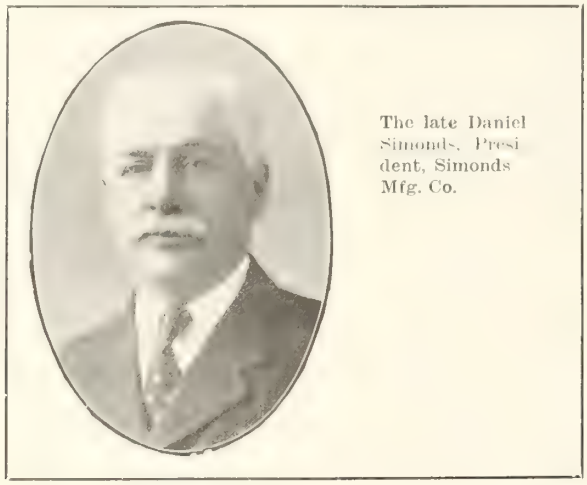
"I used one in my own home last winter and as cold as the winter was we were, to say the least, very comfortable. Those familiar with the furnace business will more fully appreciate this when I tell them that the furnace that we used had only an eighteen inch fire pot. Our house is what would be termed a very bad risk by a heating engineer. The house has ten rooms besides the hall with lots of glass and wall exposure, the furnace was situated fifteen feet at least from the chimney and connected to it with only a six inch smoke pipe. We heated the house all of last winter with less than sixty dollars' worth of coal. With this furnace it is less work to care for it with the cheapest soft coal than it is with hard coal in the best hard coal furnace. Very little smoke, no soot, no gas, no dirt, an almost instantaneous heat with a range of control that is wonderful. We have maintained a fire for fifty-two hours with but one firing, not only maintained the fire but at the end of that time there has been unconsumed gases. It never needs tending any oftener than an ordinary hard coal furnace does, even in the coldest weather, and in mild weather the range of control is wonderful.

"The manager of a large Chicago furnace factory, together with an expert, came to Minneapolis, to inspect it. After careful examination they said I had succeeded in accomplishing something that furnace people all over the world have been trying to do for years, and by this they referred to the combustion of soft coal. They complimented the general construction and ideas incorporated in our furnace in many respects, and added that they believed we were utilizing at least 90 per cent. of the heat units of soft coal."

DEATH OF PROMINENT SAW-MAKER

Daniel Simonds, president of the Simonds Manufacturing Company, Fitchburg, Mass., one of the largest saw manufacturers in the world, died at his summer home in Larchmont, Long Island, on May 5, at the age of 65 years. At his bedside when he died was his entire family, Mrs. Simonds and three sons, Alvin T., of Lockport, Gifford K. and Harlan K., of this city.

The death of Mr. Simonds takes away a man widely known in the industrial world. The name of Daniel Simonds was known worldwide because of the industry with which he was connected. Not only will Mr. Simonds be missed by his family, friends and business



The late Daniel Simonds, President, Simonds Mfg. Co.

associates, but also by the man in his factories with whom he was always a great favorite.

The large manufacturing interests now carried on by the Simonds Manufacturing Company had its beginning in 1832, when Abel Simonds, in company with J. T. Farwell, formed a partnership under the name of J. T. Farwell & Company and began the manufacture of scythes in West Fitchburg. In 1868 the Simonds Mfg. Co. was incorporated with a capital of $50,000, since which time Daniel Simonds was connected with the company, working from the bottom up, until in 1888 he became president. From modest beginnings the company has now, besides the Fitchburg works, plants at Chicago, Lockport and Montreal. Branch houses of the concern are also located in the chief United States cities and in St. John, N.B., and Toronto.

CONSOLIDATION OF STEEL INTERESTS

A consolidation has been effected of the Gananoque Spring & Axle Company, Limited; the D. K. Jones Manufacturing Company, Limited, of Gananoque, and the Dowsley Spring & Axle Company of Chatham, Ont.

The consolidated firms will be operated under the name of the Canada Steel Products Company, Limited, and will have a capitalization of $2,100,000 divided as follows:—Six per cent. bonds, $600,000; seven per cent. prefered stock, $750,000, and the common stock, $750,000. It is understood that 75 per cent. of the securities in the new company has been taken in lieu of cash by the holders of stock in the amalgamated companies, and that the rest will shortly be offered to the public for subscription by Richardson & Company, of Montreal.

It is the intention of the new management to operate these plants to capacity, and from time to time, as required, to make large extensions. During the last twelve months nearly $100,000 has been expended in new buildings, and it is the intention of the new company to push the sale of their products in all parts of Canada.

THE NEW HARDWARE AGE.

The first issue of the "Hardware Age," into which "Iron Age Hardware," New York, and the "Hardware Reporter," St. Louis, have been consolidated, appeared on May 15, eight pages being devoted to sketches of the officers and staff connected with the "Hardware Age" and its evolution from the establishment of the "Iron Age" in 1859 up to the present consolidation. W. H. Taylor, president of the David Williams Co., publishers of the "Hardware Age," in writing to Canadian Hardware, Stove and Paint Journal says that the report that the late J. P. Morgan was interested in the holding syndicate which controls the "Hardware Age" and other publications is not based on fact, he stating that neither Mr. Morgan or his estate ever had been holders of shares in the companies mentioned, nor has the editorial or business policy been influenced by the Morgan interests.

POPULAR TRAVELLING SALEMAN INJURED

J. E. Bennett, Eastern Ontario representative of The Hamilton Stove and Heater Co., Ltd., was badly injured by stepping from a street car while in motion in Toronto on May 14. He was thrown to the pavement and had his collar bone and left arm broken and sustained some injuries to his head. He was carried to a drug store nearby where first aid treatment was given, after which he was taken to the Western Hospital. He is home now at 42 Conduit street, Toronto, and improving.

CANADIAN YALE & TOWNE, LTD.

Because of a recent notice of the removal of the New York offices of the Yale & Towne Mfg. Co. from 9 Murray Street to 9 East Fortieth Street, there seems to have been some confusion in the minds of Canadians that this might have reference to some change in the Canadian offices of Canadian Yale & Towne, Ltd., at St. Catharines, Ont. This is not so. The Yale offices at St. Catharines are the headquarters for all Yale locks and hardware sold in Canada, and all Canadian mail should be sent to this address. The Yale products sold in Canada are now both made in Canada and distributed through a Canadian organization. The Yale plant at St. Catharines is growing so fast that it bids fair some day to rival in size the parent Yale works at Stamford, Conn.

PAPER GARBAGE PAIL

A unique invention is being put on the market by the Dominion Sanitary Specialty Co., Limited, Ottawa. It is a waterproof paper bag and holder to take the place of the metal garbage pail. In the holder the bag will stand upright and open, while a metal lid will fit over the top. The bag and contents will be removed by the scavenger man, thus making a more cleanly operation. A demonstration will be given shortly before the Ottawa Board of Health. It is stated by the promoters that they have received requests for demonstration from several outside cities also, as well as favorable comment by several sanitarians who have examined their product.

HARDWARE BUSINESS CHANGES

Nova Scotia

Halifax.—Haling & Hire, electrical goods, registered.

North Sydney.—Bent & Cohoon, hardware, burned out.

Quebec

Montreal.—J. N. Gamelin, hardware, curators appointed and stock sold May 15.

St. Ours.—J. N. Girouard, groceries and hardware, sold to Elz. Peloquin.

Three Rivers.—Gouin & Fils, wholesale and retail hardware, registered.

Montreal.—La Compagnie St. Edouard, Ltd., hardware, obtained charter.

Montreal.—Cie Julien Lambert, hardware, registered.

Montreal.—Le Fer Au Feu, hardware, registered.

Ontario

Hamilton.—W. J. Birk, tinsmith, assigned.

Highgate.—J. G. Crosby, hardware, now known as Crosby & Son, Mr. Crosby having taken his son, Raymond, into the business.

Ottawa.—J. Houle, hardware and implements, succeeded by Richards & Houle.

Alvinston.—Jos. Wilkie and Jos. Fulcher, Forest, purchased W. Young's hardware business.

Ethel.—G. Krauter & Co., hardware and tinsmiths, dissolved, John Krauter continuing.

Brantford.—W. S. Sterne has opened a hardware store at 120 Market street.

Orangeville.—Fuller, Allen & Holmes, paints, oils and glass, are going out of business.

Chatham.—Jas. A. King, hardware, sold to Donald H. Douglas.

Lindsay.—National Mfg. Co., of Brockville, and Ottawa, have opened stove and tinware store with J. F. Kenyon in charge.

Manitoba

Minga.—A. F. Johnson, hardware, sold to R. Mitchell.

St. James.—McPhee & Manning, hardware, succeeded by McPhee, Manning & Walker.

Brandon.—Brown & Mitchell, hardware, succeeded by Mitchell & McGregor.

Rosenfeld.—A. Johnson, hardware, business taken over by Klassen & Son.

Saskatchewan

Bulyea.—Fennell Bros., hardware, sold to Newman & Green.

Scott.—L. R. Beebe, hardware, discontinued business.

Engelfield.—H. Nordick, hardware and implements, succeeded by B. H. Wacholtz.

Assiniboia.—Stevens & Breakey, hardware, succeeded by Breakey & Kessler.

Qu'Appelle.—D. Browne, hardware, succeeded by T. W. Lewis.

McGee.—G. W. Anstett has opened a hardware store.

Halbrite.—C. G. Rebstock & Sons have commenced a hardware and implement business.

Bulyea.—Fennell Bros., hardware, succeeded by Newman & Green.

Engelfield.—B. H. Wacholtz, hardware and implements, taken over H. Nordick's business.

Ruddell.—Ewing & Mulrea, hardware, sold out.

Asquith.—T. W. J. Mather, hardware, succeeded by Peckett & McGury.

Elstow.—W. S. Taylor, hardware, succeeded by J. H. Taylor.

Kerrobert.—W. M. Butchart, hardware, sold out.

Montmartre.—W. Mailhoit has purchased Montmartre Hardware Co.

Regina.—Dunlop & Munroe, hardware, closed out.

Moose Jaw.—South Moose Hardware Co., commenced business.

Melfort.—The Melfort Heating & Plumbing Co. propose opening a hardware store.

Osler.—P. D. Siemens, hardware, sold out.

Meacham.—M. Rault, hardware, sold out.

Scott.—Scott Hardware Co., moving to Monitor, Alta.

Earl Grey.—Fennell Bros., hardware, sold to Newman & Green, London, Ont.

Englefield.—H. Nordick, hardware and implements, succeeded by B. H. Wacholtz.

McGee.—G. W. Anstett has opened a hardware store.

Halbrite.—C. G. Rebstock & Son have opened a hardware and implement business.

North Battleford.—Walter F. Sharp, tinsmith and furnace dealer, opened new business.

Qu'Appelle.—D. Browne, hardware, succeeded by T. W. Lewis.

Assiniboia.—Stevens & Breakey, hardware, succeeded by Breakey & Kessler.

Maple Creek.—Mrs. S. Lawrence, hardware and furniture, burned out.

Sutherland.—Fleming Bros., hardware, closed up Lanigan branch.

Loreburn.—McLean Bros., hardware, dissolved. Wm. McLean continues under The Western Hardware Co.

Bridgeford.—McLean Bros., hardware, succeeded by John McLean.

Lancer.—B. F. Hoffman, opened new hardware store.

North Battleford.—W. Sharp, commenced new tinsmithy.

Stortoaks.—A. & J. Chicoine opened new hardware and grocery.

Raleigh.—Cavanough & Scammell have commenced a hardware and implement business.

Alberta

Medicine Hat.—Richards & Flanagan, tinsmiths, commenced business.

Calgary.—A. C. Campbell, hardware, succeeded in business by J. Wright.

Calgary.—Calgary Hardware Store, Ltd., sold Mount Royal branch to Halpenny & Johnston.

Calgary.—H. C. Wright & Co., hardware, commenced business.

Tofield.—R. O. Bird, hardware and furniture, assigned.

Champion.—Watson Hardware Co., succeeded by Reid Hardware Co.

Berry Creek.—P. H. Holzworth, hardware and implements, removed to Richdale.

Wainwright.—Washburn & Mills, hardware, dissolved, Mr. Washburn continuing.

Strome.—H. W. Storey is giving up his hardware business.

Calgary.—H. C. Wright & Co., hardware, new business.

Retlaw.—Brown & Mitchell, hardware, new business.

British Columbia

Merritt.—The Merritt Hardware Sporting Goods Co., started business. Manager, J. C. Gay.

Quesnel.—J. W. Howison, opened a hardware store.

Vancouver.—G. R. Baird, hardware, discontinued.

Enderby.—W. H. Hutchison, hardware, sold out.

Canadian Trade News

The Standard Iron Works at Vancouver have assigned.

Joseph W. Gamelin, hardware dealer, Montreal, has assigned.

Fire damaged the Robertson (Que.) Foundry Co.'s plant recently.

Canadian Explosives, Ltd., will build a factory on James Island at Sidney, B.C.

A winding-up order has been granted for The Provincial Steel Co., Cobourg, Ont.

Mitchell & McGregor, Ltd, wholesale hardwaremen, Brandon, Man., have been incorporated.

A stove foundry is proposed to be located at Regina, but the civic officials will give no details.

The Heintz Co., Lowell, Mass., propose establishing an electrical supplies factory at Walkerville.

W. R. Reid has become manager of the hardware store of P. C. Duncan Co., Ltd., Estevan, Sask.

The stock of Maison Jean Paquette, Ltd., wholesale and retail hardware dealers, Quebec, has been sold.

C. C. Bateman, of Chatham, Ont., has joined the travelling sales staff of the Gurney Foundry Co., Toronto.

The Diamond Cleanser Mfg. Co., Ltd., Toronto, capitalized at $40,000, has received an Ontario charter.

Construction work on the McClary Mfg. Co.'s new seven-storey building at St. John, N.B., has been begun.

James Flett, hardware dealer, Wiarton, Ont., has gone with his brother on a four months' trip to Europe. Alta.

The stock of P. H. Dulmage, hardware dealer and grocer, Toronto, was partially destroyed by fire recently.

Work has been commenced on the Renfrew Electric Mfg. Co.'s plant at Renfrew, Ont. Electrical specialties will be made.

G. Krauter & Co., hardware dealers and tinsmiths, Ethel, Ont., have dissolved and John Krauter is continuing the business.

T. H. Jordan, vice-president of the A. C. Leslie & Co., Ltd., Montreal, has gone on an extended business and pleasure trip to Europe.

A by-law was passed on May 4, at Goderich, granting a bonus to the Rice, Knight, Ltd., makers of lighting fixtures, to erect a factory.

J. R. Kelly, of Moose Jaw, is a prime mover in a new wholesale hardware concern which it is proposed will be located in that city.

Two hardware firms at North Sydney, N.S., Thompson & Sutherland and Bent & Cohoon, suffered severe losses in a big fire in that town recently.

The Ontario Lamp and Lantern Co.'s Montreal office is now located at 246 Craig street west, their old quarters on St. Dizier street having been burned.

The A. J. Reach Co., of Pennslyvania, has received an Ontario charter to use $140,000 of their capital in that province. They are operating a small factory at Toronto.

J. Chaleyer, of J. Chaleyer & Co., Melbourne, is visiting Canada with a view to arranging for his company handling Australian agencies for Canadian hardware specialties.

Jas. T. McKee, of St. John, N.B., has formed a company called The McKee Furnace Co., Ltd., to acquire the Canadian rights to the "McKee fuel saver" and to manufacture same.

The Scott Hardware Co. is removing from Scott to Monitor, Alta.

The Sherbrooke (Que.) Flexible Steel Ladder Co. have obtained a charter.

A. F. Johnson has sold his hardware business at Ninga, Man., to R. L. Mitchell.

The Reid Hardware Co. have taken over the Watson Hardware Co. at Champion, Alta.

Bent & Cohoon, hardware dealers, North Sydney, N.S., suffered loss through fire recently.

E. C. Arthan, Deloraine, Man., has built a new warehouse in connection with his hardware store.

The Shaw & Husband Hardware Co. are erecting a modern hardware store at Wallaceburg, Ont.

Birnie Bros. sustained some loss through fire in their hardware store at Medicine Hat, Alta., recently.

The Canadian-Buffalo Sled Co are building a 60 x 60 ft. concrete addition to their plant at Preston, Ont.

W. B. Dalton & Sons, wholesale hardware dealers, Kingston, Ont., have moved into their new warehouse.

The Laurance Hardware and Furniture store at Maple Creek, Sask., suffered loss through fire recently.

The Kirby-Driscoll Co. are making extensive alterations to their hardware store at Rocky Mountain Horse.

J. B. Learmont, of Caverhill-Learmont Co., Montreal, has purchased the early home of Gen. Wolfe, in England.

T. W. J. Mather, dealer in hardware and implements, Asquith, Sask., has disposed of the hardware end of his business.

An automobile club was formed at Barrie with F. W. Otton, the popular hardwareman of the town, as its first president.

Joseph Masse, vice-president of La Cie. Codere & Fils, Inc., wholesale and retail hardware dealers, Sherbrooke, Que., is dead.

The Maritime Nail Co. will enlarge its St. John, N.B., plant this year by doubling its size, giving, thereby, employment to 1,000 men.

The Maritime Nail Co., St. John, N.B., have been authorized by letters patent to increase their capital from $250,000 to $3,250,000.

Nelson M. Moore, formerly a hardware dealer at Wiarton, Ont., but of late living retired at Chatham, Ont., died at that place recently.

Harry Lendon, hardware dealer at Leamington, Ont., has been appointed a director of the hospital board which proposes building a $25,000 hospital there.

Charles Watt, for 13 years an Ottawa retail hardwareman, is giving up his business to represent a number of lock manufacturers in a wholesale way.

The Richard Sheet Metal Specialities, Ltd., Montreal, is the name of a recently incorporated concern with a capital of $50,000 to carry on a business of sheet metal making.

V. F. Lily has left the staff of Frothingham & Workman, Montreal, to join that of Lewis Bros. He will cover the Rainy River district, recently looked after by A. Ferguson.

Jos. R. Henderson, Montreal, president of Brandram-Henderson, Ltd., is making a trip to the Pacific Coast at present. He was a visitor at Toronto and Winnipeg on his way west.

The Mulhall Hardware Co., Ottawa, have removed their head office from 231 Bank street to 1107 Wellington street. They also removed one of their four retail stores to the same new quarters.

The hardware firms represented in the made-in-Canada train now touring the West are Sherwin-Williams Co., of Canada; Ross Rifle Co.; Clare Bros., Preston; Steel Co. of Canada; National Cash Register

Read these two letters which plainly show Cause and Effect

Inverness, Que. Jan. 16/13.

Th. Sherwin-Williams Co. Ltd.,
Montreal,
Que.

Gentlemen:-

In reply to yours of the 16th inst, re your Property Owner Letters, I may say that I have found them a great aid in selling Paints. If a property owner is thinking of painting and one of these letters comes to his Home he is likely to see the agent before he makes a purchase, and the letter will have a good influence to aid the merchant in making the sale.

. I have no hesitation in saying that my sale of Paints has been increased very considerably by this means of advertising.

Yours truly,

(Signed) J. McCammon

THE SHERWIN-WILLIAMS CO.
of Canada, Limited.

MONTREAL

Dear Sir:

We have just been advised that you are thinking of painting your home. If we have not been mis-informed this letter will reach you at just the right time to interest you.

Whatever you do, don't buy a cheap paint.

The best way to save money in your painting is to buy the best on the market. It costs more per gallon, but it covers more surface, it looks better and it is in good condition long after the cheap paint has peeled or powdered off or has been washed away by the rains. Don't buy a paint because it is sold at a low price per gallon, buy it for the service it will give you in looks and wear and protection for your building against the weather.

There is no better paint on the market than Sherwin-Williams Paint (prepared) S.W.P.

It is made of pure materials, mixed and ground by specially constructed machinery under the supervision of expert paint men. Because of the satisfaction it has given to users, the sale has increased year after year, until now there is more Sherwin-Williams Paint used than any other paint made. It is used by the railways, the steamboat companies, the big manufacturers who find it more economical than cheap paints, or hand-mixed lead and oil paint.

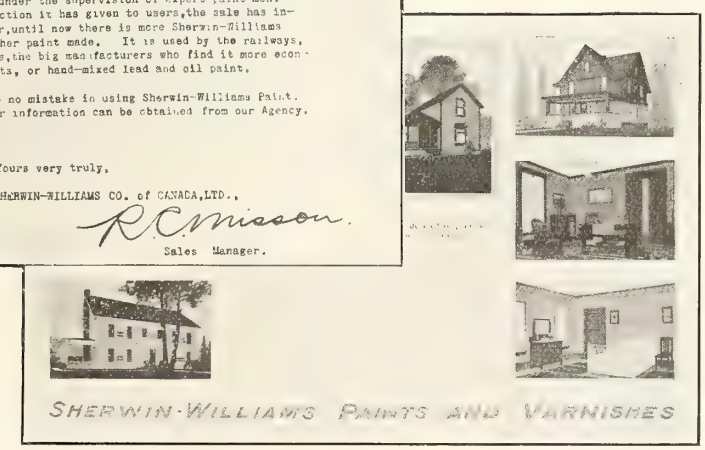
You can make no mistake in using Sherwin-Williams Paint. Color cards and further information can be obtained from our Agency.

Yours very truly,

THE SHERWIN-WILLIAMS CO. of CANADA, LTD.,

R. C. Misson.

Sales Manager.



The above is a facsimile of a letter sent to a prospective customer of an S-W agent by the Promoting Dept. of the S-W Co.

Sherwin-Williams Agents are backed up by aggressive advertising and promoting, which brings business to them.

S-W Promoting does effective work, as the above letter will show, and it costs S-W Agents--not a cent—to co-operate with S-W Promoting Department in going after business and getting it. Ask for our book "How to Make Money in the Paint and Varnish Business." It is sent free of cost or obligation.

SHERWIN-WILLIAMS PAINTS & VARNISHES

A FINISH FOR EVERY PURPOSE

The Sherwin-Williams Co. of Canada, Ltd. : Montreal, Toronto, Winnipeg, Vancouver.



Co.; Dunlop Rubber Goods Co.; John Morrow Screw & Nut Co.; Imperial Oil Co.

W. H. Weber, manager of the Electrical Metal Stamping Works, New Hamburg, Ont., fell from the third storey in the company's new building to the ground and was killed, recently.

J. R. Myers, hardwareman, Stratford, is contemplating enlarging his workshop by a small addition and rearrangement of his tinshop, and by constructing a new receiving room for stock.

The Eclipse Mfg. Co., Ottawa, makers of metal office fittings, have sold to the Steel Equipment Co., a new concern. W. H. Connor, of the Eclipse Co., will remain as treasurer of the new concern.

Instantaneous Cleaners, Ltd., Toronto, have been incorporated to make shoe, metal and enamel polishes and varnishes. The capital stock is set at $60,000. English money, it is understood, is behind the venture.

Mitchell & McGregor, Ltd., hardware dealers, Brandon, Man., have been granted a provincial charter, with a capital of $250,000. The directors are J. D. McGregor, J. H. McGregor, A. McDonald and Margaret M. Mitchell.

Fire gutted the hardware store of Overend & Lowry, Orillia, Ont., recently. The stock was valued at $12,000, and insurance of $8,500 was carried. George Overend, one of the partners, was out of town at the time, attending the funeral of his brother at Peterboro.

Burglars broke into two Toronto hardware stores within the month. From Anthony Mole's store, 534 Queen west, goods to the value of $300 were stolen. From Jas. Joyce's store, Earlscourt, $600 in cheques and cash was taken.

Lariviere & Frere, Ltd., Montreal, has been incorporated with a capital of $250,000, by Henri, William, Camile, Edouard and Ephrem Lariviere—the three first-mentioned of the hardware firm of Lariviere, Ltd., Montreal,—to manufacture wines, vinegars, cordials, liquors and acids.

The Abercrombie Hardware Co., of Vancouver, recently sold the lease of its premises on Granville street, and have removed to new quarters. All the stock of hardware has been reduced to about wholesale prices, as the firm does not propose removing any part of the goods to new quarters.

The Maritime Nail Co., Ltd., have entered into an agreement with Fort William to establish a manufacturing plant in that city, at a cost of not less than $600,000. The work of clearing the site for the plant, situated on Island No. 1, and consisting of some 18 acres, was commenced recently.

J. C. Dowsett, business manager of the wholesale hardware department of the Marshall-Wells Alberta Company, in Edmonton, was entertained at a farewell banquet by local business men at the Edmonton Club a few days ago. He was presented with a gold watch, suitably engraved. Mr. Dowsett will open a retail store in Victoria, B.C.

The leading hardware and plumbing firms in New Westminster, B.C., have decided to again this year close their business premises on Saturday afternoons, and give their employees the benefit of a half-holiday. The parties to the agreement are Anderson & Lusby, T. J. Trapp & Co., Ltd., Bryson & Sons, H. T. Birk, Cunningham Hardware Co., James & McClugham, and M. J. Knight & Co., Ltd.

The Brantford Roofing Co. are building a warehouse of brick on cement foundation at Brantford, for the making of a new paint for asphalt roofing. This new paint is made according to a formulae on which the company's chemists have been experimenting for the past four or five years. The paint is finished in four colors—brown, terra cotta, light green and dark green. It can be used also on flat roofs, shingles, metal bridges and steel work.

SCREW MANUFACTURERS ENLARGING.

The P. L. Robertson Mfg. Co., Ltd., Milton, Ont., have purchased the plant, assets and business of the Toronto Wire Nail & Tack Co., West Toronto, and will erect on the property there new warehouses where will be carried a full line of their screws, screwdrivers, rivets, nails and wire. Bolts and nuts will be added shortly, and plans are under way for a large addition to the screw making plant at Milton.

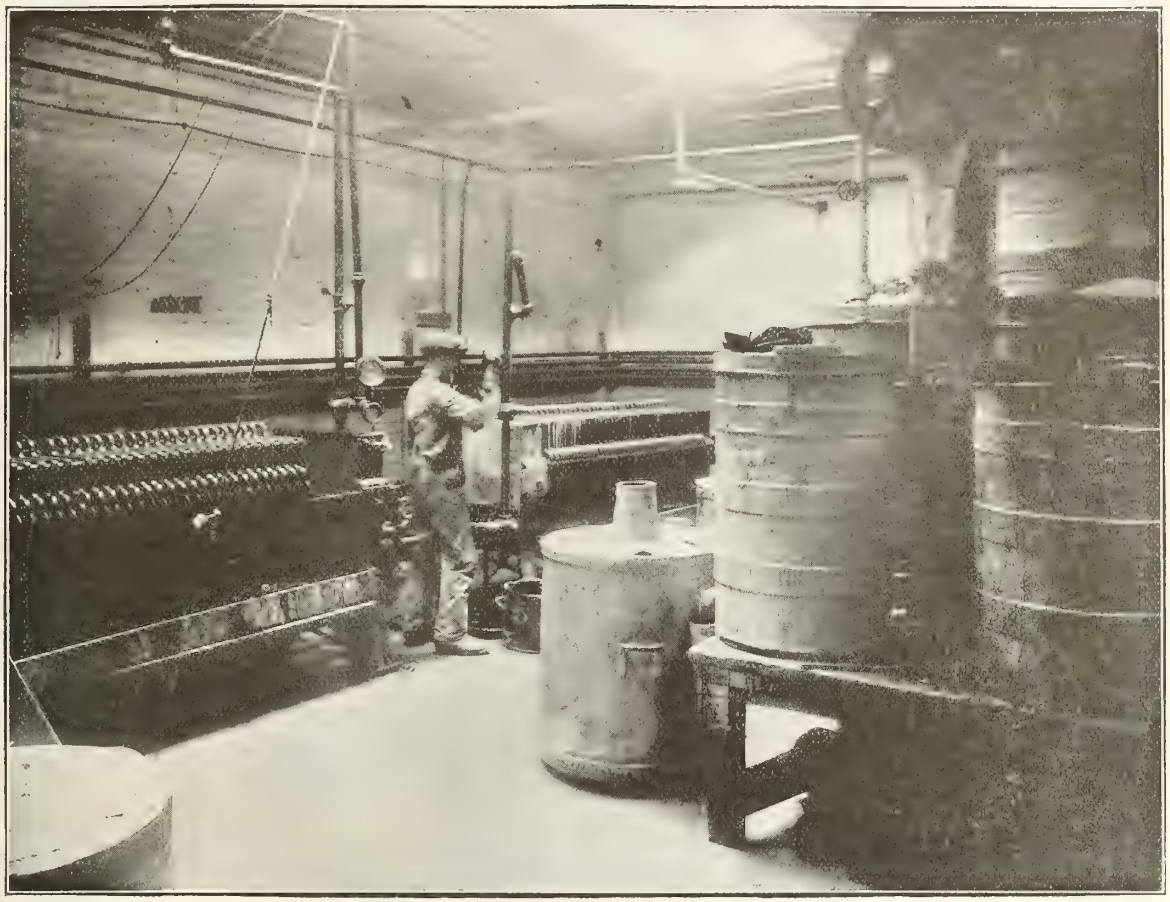


CHANGE OF NAME.

The name of the Winnipeg branch of the Pease Foundry Co., Ltd., Toronto, has been changed to Pease Western Foundry, Ltd., the office of which is located at 287 Donald Street, Winnipeg. This branch has all the territory west of Fort William and Port Arthur to the Rockies and is under the charge of J. M. Bell, who moved out to Winnipeg about two years ago after many years as sales manager at the Toronto head office.

TO MAKE STANDARD FURNACE STOCK

A. Welch & Son, Toronto, are erecting a new building, 60 x 100 feet, in which they will make and stock all furnace requirements in standard sizes. This has been made possible by the firm by reason of the demand for this class of stock. A catalogue covering these lines is in preparation and will be mailed within a few days. The firm purpose making a specialty of reversible elbows, in the new building, which will be equipped with the latest and best machinery.



It takes experience, capital, and up-to-date equipment to make good varnishes. The Canada Paint Company has all these at its Command

C-P Varnishes are made of carefully selected imported gums which are used with the other necessary ingredients of like high quality and absolute purity.

All our processes are under the supervision of expert varnish makers of long experience. Our Varnish plants are modern and up-to-date in every detail. They have ample storage capacity for the thorough ageing of our varnishes.

Sun Varnish is a general purpose varnish for use inside and outside—it is an ideal product for the dealer to push as a leader.

Sun Water-proof Floor Varnish is made to withstand foot friction. There is no better varnish on the market for finishing floors or other surfaces subjected to severe wear.

CP PAINTS & VARNISHES
STAINS, ENAMELS, COLORS
a finish for every surface
THE CANADA PAINT CO. LTD, MONTREAL, TORONTO, WINNIPEG.

Market Situation

HARDWARE MARKETS

General hardware trading during the whole month of May was entirely satisfactory. On the whole business was fully 25 per cent. better than it was in May of last year, and this despite the fact that credits have been somewhat curtailed this spring. The volume of business was greater during the early days of May than it was towards the close. Shipments to the West and North were heavier. The holiday cut into the last week and hampered movements, but trade has recovered itself and the prospects are excellent for June.

In the West, where the money situation is very prominent, there has been a decidedly better feeling, and while credits are not yet on as good a foundation as could be hoped, there is improvement, and the outlook is encouraging to say the least. Seeding is now practically finished, and if weather conditions hold favorable the fall and winter should see trading firmly established again.

Black and galvanized iron pipe advanced during the month, so did lead pipe and hoop iron. A slight advance was also made on tinned tacks. The market is steady and strong on all other prices, the tendency, of course, being upward.

* * * *

HEATING GOODS

The furnace season is with us, and there has already opened up a good, strong demand. This is particularly noticeable in Ontario and further west. The East is opening up, too. There has always been a tendency throughout Quebec and the Maritime Provinces to delay installations until late in the summer and fall, with a rush right at the commencement of the cold weather. There is a beginning of better things now, and installation work is beginning to figure in those sections earlier this year than usual.

In the large centres, and especially in Toronto, just now there is a tendency to cut to get business. This has been the ruin of the trade in that city. So many sheet metal men go into the furnace business in that city in the spring that it is badly cut up. One large furnace firm, because of this, has given up furnaces and is devoting its energies to manufacturing sheet metal supplies.

Manufacturers all over the Dominion report their plants as working at capacity, and state that shipments are exceedingly heavy. Prices are firm for all series and sizes, and no changes in quotations are announced.

The stove business is somewhat quiet just now. Inquiry from country points is for oil and gasoline stoves, with gas ranges and plates in the larger places. Retailers have been making satisfactory sales during the past several weeks, though business has shown no advances over previous years so far. This is due, no doubt, to the cool weather.

* * * *

METAL MARKETS

With the advancing season there is a slightly noticeable let-up in demand for metals, especially iron and other working bases. May started off with good prospects, the first week showing greater strength in both sales and prices over the preceding week, but tin and lead advancing slightly. Tin fell off again before the middle of the month, but lead advanced still another point. These two metals showed about the only price changes during the month.

Copper, still in the speculation class, showed in Canada very few of the fluctuations that usually beset its course. Iron has remained at stationary prices, and the other metals show quotations unchanged.

* * * *

PAINTS AND OILS

Manufacturers are unusually busy. The increase in the use of paint during the past decade has been almost phenomenal. The growth of the country has brought about an expected increase, but besides this merchants and home owners are using almost double the quantity of paint they did ten years ago.

Turpentine has been showing the results of the stock market and quotations have fluctuated up and down. Its present situation does not show the strength it should, and because of this the market is rather weak. Linseed oil is on a firmer base, and prices are strong and selling steady. The new arrangement for placing turpentine on the market should improve the situation in regard to this commodity, by eliminating some of the stock market methods.

Ready mixed paints, say hardwaremen, are about the most called for line in the retailers' hands. Sales are good and prices are satisfactory. Quotations remain unchanged.

HARDWAREMAN ON MOTOR TRIP

E. J. Creeper, of Creeper & Griffin, hardware dealers, Owen Sound, was in Toronto for a few days recently. His journey to and from Toronto was made in the motor car of a friend, and as the weather was good he naturally had a pleasant time. He reported business fairly good, although the stringency in the money market is being felt in Owen Sound as well as in other places.

FOUNDRY DOUBLING PLANT CAPACITY

The Hall, Zryd Foundry Co., Hespeler, Ont., are erecting a big extension to their foundry and are also putting up a new cupola, which will be placed in the centre of the plant. The new addition will double the capacity of the plant.

HEAVY BOOKING OF FURNACES

The Enterprise Foundry Co., Sackville, N.B., report their furnace business as being extremely busy, with a larger quantity of furnaces booked up this year than ever before. Installations, too, have begun, and the tendency is growing not to leave this work until the fall and cold weather comes. This is more noticeable in the West possibly than in the Maritime Provinces.

WEDDING BELLS

T. A. Welch, of A. Welch & Son, stove dealers, Toronto, was married on May 28 to Miss Grace Hamilton. The office and staff on the eve of the occasion presented the young benedict with a grandfather's clock.

The Sherwin-Williams Company will erect a large warehouse at Calgary and will make that city the central distributing point for their products in Alberta.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street, Toronto — 52 Canada Life Building, Montreal

Standard Paint and Varnish Co., Ltd.

Exclusive Manufacturers of

New Era Paint

The Paint That Sells and Excells

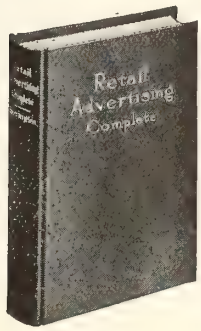
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This new book on advertising will tell you all you want to know about advertising in the store.

Here's the Book that will be Your Ad. Man



272 pages Bound in Cloth

Retail Advertising Complete

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With this book on your desk you are never at a loss what kind of advertising to do, or how to do it. Every kind of advertising is treated fully:

Chapters on Newspaper Advertising
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There is no better book of the kind at any price. You can't afford to get along without it.

Absolutely New **Just Published**

Send us a dollar for this book and a six months trial subscription for this paper

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Canadian Hardware, Stove and Paint Journal
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The Day of "The Peddler and His Pack" is Past

WARE MFG. CO. LTD. OAKVILLE PURE ALUMINIUM WARE

We sincerely believe the above. We never have and do not peddle

Pure Aluminium Ware

from door to door. We absolutely will not sell direct to the consumer but **To The Trade Only.**

To the Trade we wish to say that we are supporting and helping them in every way we can. We do not wish to be confused with any companies who peddle Aluminium Ware throughout the country.

We are in business—heart and soul and our great desire is to give both the Trade and their customers the best possible service and profit.

We believe we can do this most satisfactorily by maintaining the present high quality of OAKVILLE ALUMINIUM WARE, and by selling through the trade only.

Write for Our Monthly Assortment

Ware Manufacturing Company, Limited

Oakville - Ontario

Western Distributors—MONCRIEFF & ENDRESS, Ltd., Scott Building, Winnipeg, Man.

PREVAILING MARKET PRICES.

Toronto, May 5th, 1913

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots	0 25
Antimony, per lb	0 11
Brass rods, ½ to 1 inch	0 23
Sheets, up to 20 gauge	0 27
Tubing, 1 inch, base	0 26
Copper ingots, casting	0 18½
Sheets, plain, 14 oz. base	0 29
Sheets, tinned, 14 oz. base	0 30
Sheets, plenished, 14 oz. base	0 37
Sheets, braziers	0 29
Bars, round ½ to 2 in.	0 27
Black Sheets, 28 gauge base.	
Toronto	3 00
Montreal	2 80
Canada Plates—	
Ordinary, 52 sheets, Toronto	3 10
All bright, 52 sheets	4 15

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—

22 gauge, per squire	6 75
24 gauge, per square	5 50
26 gauge, per square	
28 gauge, per square	4 00

Galvanized Sheets.	Fleur de Lis	Queen's Head
16 20 gauge	3 45	3 70
22 24 gauge	3 40	3 75
26 gauge	3 80	4 15
28 gauge	4 15	4 35

Case lots 25 cents less.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet	
Black, base, 1 inch	4 54
Galvanized, base, 1 inch	6 19

Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers 60 and 10; flanged, unions, 70; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.

Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

	Toronto
Bar Iron, per 100 lb	2 00
Forged iron	2 20
Refined horseshoe iron	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65
Pig Iron, car lots, f.o.b. Toronto	
Canadian foundry, No. 1	21 00
Middlesboro, No. 3	24 25
Radnor (charcoal)	32 50
Lead, Canadian pig	5 00
Imported pig, 100 lb.	5 50
Bar pig	7 00
Sheets, base, 2½ lb. sq. ft	8 00
Pipe and waste	9 00
Traps and bends	30 p.c.
Solder, half and half, lb.	30
Spelter, foreign, per 100 lb.	7 25
Sheet Zinc	8 25
Tin, ingots, 100 lb	53 00

Tin Plates, charcoal—

M L S, Famous (equal Bradley)	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75
Dominion Crown Best"—Re-tinned.	
I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.	
I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40
Bright Cokes, Bessemer Steel.	
I C, 14x20 base	4 35
Terne Plates.	
I C, 20x28, 112 sheets	7 50
I X, Terne Tin	9 00
Charcoal Tin Boiler Plates.	
I X X, 14x60, 50 sheet bxs	7 00
Tinned Iron.	
72x30 up to 24 gauge, case lots	7 75
72x30 up to 26 gauge, case lots	8 50

Scrap Metal, Dealers' Buying Prices—	
Heavy Copper and Wire lb.	13
Light copper bottoms	11
Heavy red brass	11
Heavy yellow brass	
Light brass	06½
Tea lead	02½
Heavy lead	3½
Scrap zinc	4½
No. 1 wrought iron	8 00
Machinery cast scrap, No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—		
Gallon tins	1 00	1 10
Chemicals, in casks, per lb.—		
Arsenate of lead	0 10½	
Sulphate of copper (blue Stone)	0 06	
Litharge, ground	0 09	
Litharge, flaked	0 10	
Green copperas (green vitriol)	0 01	
Sugar of Lead	0 09	
Colors in Oil—		
Venetian red, 1-lb. tins, pure	0 12	
Chrome, yellow, pure	0 20	
Golden ochre, pure	0 13	
French ochre, pure	0 12	
Chrome green, pure	0 10	
French permanent green, pure	0 15	
Marine black, 25 lb. irons	0 09	
Signwriters' black, pure	0 17	
Glue, in sheets	0 10	0 15
1 lb. packages (Brantford)	0 25	
Petroleum—		
Can. Prime white, gal.	0 12	
U.S. Water white	0 13½	
U.S. Pratt's astral	0 15½	
Castor oil, per lb., in bbls.	0 08	0 09
Motor Gasoline, single bbls.	0 17½	
Benzine, per gal, single bbls.	0 15½	
Putty—		1st.
Bulk 100 lb. drums		3 50
Bladders in barrels		3 75
Ready Mixed Paints—		
Per gallon, qt. tins.	1 65	2 00
Red Lead (Dry)—		
Genuine, 560 lb. casks, per cwt.		
Genuine, 100 lb. kegs, per cwt.		
Shingle Stains—		
In 5-gallon buckets	0 95	
Turpentine and Linseed Oil—		
Pure Turpentine, single barrels	0 62	
Linseed Oil, single barrel, raw	0 55	
Linseed Oil, single barrel, boiled	0 58	
Rosin, "G" grade, bbl. lots, 100 lbs.	3 60	

Varnishes, per gal. cans—		
Carriage, No. 1	1 50	
Pale durable body	3 50	
Finest elastic gearing	3 00	
Elastic Oak	1 50	
Furniture, polishing	2 00	
Furniture, extra	1 20	
Furniture, extra No. 1	0 95	
Light oil finish	1 35	
Gold size japan	2 00	
Turps brown japan	1 60	
Baking black japan	1 35	
Crystal Damar	2 50	
Pure asphaltum	1 40	
Oilcloth	1 50	
Lightning dryer	0 85	
Stovepipe varnish, ½ pints,, per gross	8 00	
Pure white shellac varnish, in barrels	1 75	
Pure orange shellac varnish, in barrels	1 70	
White Lead ground in oil—		
Canadian pure, less than ton	8 40	
Canadian pure, ton lots	8 25	
White Zinc—		
Extra Red Seal, V.M. (dry)	0 07½	
Pure, in 25-lb. irons (in oil)	0 10	

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50

Toronto, 15 p.c.

Miscellaneous—		
Beeswax, per lb.	0 45	
Orange mineral, 100 lb. kegs	0 09½	
Pine tar, ½ lb. tins, doz.	0 60	
Plaster of Paris, bbl.	3 00	
Paris white, bbls.	0 90	
Whiting, gilders, bolted	1 00	
Whiting, plain	0 70	

HEAVY HARDWARE.

Anvils, Taylor Forbes 0 05¾

Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.

Forges—
Blacksmith's portable, 135 lbs., 9 85

Horse Nails—
$2.80 per box base No. 9 and larger; Samson No. 10 base 2 25

Horseshoes—Iron, light & medium, No. 1 and smaller, $3.75; No. 2 and larger, $3.50; snow pattern, No. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.

Wire Nails, base 2 40
Cut nails—Montreal, $2.40; Toronto, $2.60.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.

Annealed Wire, base $2.50

Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.

Clothes Line Wire—No. 19, $2.10 per 100 ft.

Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.

Fine Steel Wire—25 per cent

Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.

Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c.

Smooth Steel Wire—base, $2.35.

Wire Fencing, car lots—Toronto
Galvanized, barb 2 25
Galvanized, plain twist 2 60

Fence Staples—Bright, $2.60; galvanized, $2.85.

Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅝, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅝, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.

Wrought Staples—
Galvanized 2 85
Plain 2 60

Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz.	12 50	14 00
Axes — Single bit, per doz.	6 00	9 00
Samson		9 0
Double bit, per doz.	10 00	12 00
Bench axes	6 75	10 00
Broad axes	22 75	25 00
Hunters' axes	5 00	6 00
'Boys' axes	5 75	8 50
Lathing hatchets	4 70	10 00
Shingle hatchets.	1 45	6 75
Claw hatchets	1 70	5 00
Barrel hatchets	5 50	6 85

Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder. "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs.: net extras as follows: chilled 40c.; buck and seal 80c.; No. 28 ball $1.20 per 100 lbs; bags less than 25 lbs. ½c. per lb. f.o.b. Montreal, Halifax and St. John. f.o.b. Toronto, Hamilton and London, add 25c. per 100 lbs.

Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.
Tobin High Speed, 50 and 5; Tobin Never-Choke, 60 and 5.

Barn Door Hangers—
Double strap hangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25

Bolts and Nuts—
Carriage Bolts, common new $1 list.
Carriage Bolts, ⅜ and smaller, 60 and 15 p.c.
Carriage Bolts, 7-16 and up, 55 p.c.
Carriage Bolts, Norway Iron ($3 list), 60 p.c.
Machine Bolts, ⅜ and less, 65 and 5 p.c.
Machine Bolts, 7-16 and up, 57½ p.c.
Plough Bolts, 55 and 5 p.c.
Blank Bolts, 57½ p.c.
Bolt Ends, 57½ p.c.
Sleigh Shoe Bolts, ⅜ and 55 and 10 p.c.
Sleigh Shoe Bolts, 7-16 and larger, 50 and 5 p.c.
Coach Screws, new list, 70-10 p.c.
Nuts, square, all sizes, 4¼c. per lb. off.
Nuts, hexagon, all sizes, 4¼ per lb. off.
Stove rods, per lb., 5 ½c to 6c.
Stove Bolts, 80.

PAINT THE PURE KIND



PROFIT THE SURE KIND

It is the Dealer's Duty

to himself to make a good profit on every can of paint he sells. How to get that profit is a question that interests him and us.

MARTIN-SENOUR PAINT
100% PURE

has pointed the way to profit for hundreds of dealers whose profits were limited before they sold the *PURE KIND.*

Think this over—but get our whole story before you make up your mind Write today for further facts.

The Martin-Senour Co.
(LIMITED)

MONTREAL CHICAGO WINNIPEG LINCOLN

Good Paints are essential to A *Good* Paint *Business*

This may sound like a self-evident truth. Nevertheless, we believe it will bear repeating in connection with "The Right Paint to Paint Right."

Ramsay's Paints



are good Paints. For more than seventy years our paints have been covering material under every condition and covering it to the **complete** satisfaction of the user. This is the reason for our growing business and we invite you to be an agent for Ramsay's Paints, offering you the result of over Seventy Years' experience.

A. Ramsay & Son Co.

Established 1858

Montreal Vancouver

Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells, No. 1, $1.65.

Building Paper, Etc.—
Tarred slater's paper, per roll 0 70
O.K. paper, No. 1, per roll 0 95
Plain Fibre, No. 1, per 400 ft. roll 0 50
Tarred Fibre, No. 1, per 400 ft. roll 0 62
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll.. 0 40
Resin sized Fibre, per roll 0 42
Asbestos building paper, per 100 lbs. 4 00
Heavy straw, plain & tarred, per ton 37 00
Carpet Felt, per 100 lbs.. 2 60
Tarred wool roofing felt, per 100 lb. 2 00
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 75
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll. 1 15
3 ply complete, per roll. 1 35
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 65, 10 and 5 p.c.

Cement—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe—
2 inch, in 10 ft. lengths.. 3 80
3 " " .. 4 00
4 " " .. 5 28
5 " " .. 7 26
6 " " .. 8 80

Door Knobs—Canadian, 45 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 50 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—
8 in. in 100 ft. lengths.. 2 90
10 " " .. 3 15
12 " " .. 3 68
15 " " .. 5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American, Kearney & Foot, Globe, all 75; Black Diamond and Nicholson 66⅔; Jewett's (English list) 27½ Delta 66⅔.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 p.c.—
Samson, best quality, 47½ per cent.
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 45 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring) — Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz., $7.00.
Lift Tabular and Hingle Plain, per doz., $5.25.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70
Locks and Keys—Canadian 50 and 19 per cent.

Mallets— Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—
Sisal rope 0 12
Pure Manilla rope 0 17
"British" Manilla ... 0 13
Cotton, 3-16 inch and larger 0 24
Russia Deep sea 0 16
Jute 0 09½
Lath Yarn, single 0 11¾
Lath Yarn, double ... 0 11¾
Sisal bed cord, 48 feet, per doz. 0 65
Sisal bed cord, 60 feet, per doz. 0 80
Sisal bed cord, 72 feet, per doz. 0 95

Cotton clothes line, 18 off.
Bag, Russian twine, per lb. 0 27
Wrapping, cotton, 3-ply twine 0 26
Wrapping, cotton 4-ply twine 0 30
Mattress twine, per lb. 0 45
Staging twine, per lb. 0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 90
Mrs. Potts, No. 50, nickle-plated, per set... ..... 1 00
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—
Sectional, ½ lb. each, per 100 lbs. 2 5
Solid, 3 to 30 lbs 1 70

Sash Cord—No. 8, per lb. 0 31½

Screws—Wood, F.H., bright and steel .....85 10 and 7½
Wood, R.H., bright 80 10 and 7½
Wood, F.H., brass ..75 10 and 7½
Wood, R.H., brass ..70 10 and 7½
Wood, F.H., bronze 70 10 and 7½
Wood, R.H., bronze 65 10 and 7½
Drive screws .....85 10 and 7½
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 p.c.
No. 3 and 4 grade, 45 per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples—
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes —
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 85
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent
Plain and retinned, 75 and 12½.

Traps (steel game) — Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows—
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.55 per 100 sq ft.; in 50-ft. rolls, $1.60 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 and 10 per cent

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16x24, $1; 18x30, $1.15; 18x36, $1.95.
Flat rim enameled sinks 16x24 $2.65; 18x30, $3.10; 18x36, $. 5

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent
Premier steel ware, 60 and10p.c.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pat tern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pieced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 p.c.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ p.c.

Silverware—Holloware, 40, flat ware, 40 and 10.

Churns—No. 0, $9; No. 1, $9; No. 2, $10; No. 3, $11; No. 4, $13; No. 5, $16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

Washing Machines—
New Ontario 41 25
Round, re-acting, per doz. 73 75
Square, re-act. per doz. 77 50
Dowswell 52 50
New Century, Style A..101 25
Ideal Power 180 00
Daisy 73 25
Stephenson 74 00
Puritan Motor 165 00
Connor, improved 52 50
Ottawa 55 00
Connor Ball Bearing....112 50
Connor Gearless Motor Washer 180 00

Wringers—
Royal Canadian, 11 in., doz. 47 75
Eze, 10 in., per doz. .. 46 75
Bicycle, 11 inch 60 50
Trojan, 12 inch 100 00
Challenge, 3 year, 11 inch 53 25
Ottawa, 3 year, 11 inch. 58 25
Favorite, 5 year, 11 inch. 61 75
20 per cent.

What do you know about Fresco-Tone?

Acquaint yourself:

Fresco-Tone is the best thing with which to meet the modern demand for simplicity and cleanliness in interior decoration.

It is a flat toned oil paint. It finishes dull and with a soft, velvety depth of beauty. It can be wiped with a damp cloth. If necessary, it can be thoroughly washed. It is permanent.

It is not merely another of a long line of "same things." It is quite distinctive in quality. For we deliberately withheld it from the market until we knew we had developed it to perfection.

Let us send you prices. You should have Fresco-Tone in stock now to meet the Spring demand for interior decorative materials.

BRANDRAM-HENDERSON LIMITED

Montreal Halifax St. John Toronto Winnipeg

Why not be in line this Summer with the brand of Paints that makes every Paint Customer enthusiastic about results?

Jamieson's Pure Prepared Paints

are this kind, and are made to bring repeat orders—the only kind that puts real profits in the dealers' pocket. Once a can is sold, the subsequent orders come unsolicited.

We want you to be Our Agent

R. C. JAMIESON & CO., LIMITED

ESTABLISHED 1858

Montreal - and - Vancouver

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BOILERS AND RADIATORS.
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Gurney Foundry Co., Toronto.
Hamilton Stove & Heater Co., Hamilton.
Pease Foundry Co., Toronto.
Taylor Forbes Co., Guelph.

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Peck, Stowe & Wilcox Co., Southington, Conn.

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Jas. Morrison Brass Mfg. Co., Toronto.
Penberthy Injector Co., Windsor.
Dart Union Co., Toronto.

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Boeckh Bros. Co., Ltd., Toronto.
Meakins & Sons, Hamilton.

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Belleville Hardware & Lock Mfg. Co., Belleville.
Cowan & Britton, Limited, Gananoque.
Canada Steel Goods Co., Hamilton.
Hamilton Stove & Heater Co., Hamilton.
National Hardware Co., Orillia.
Peck, Stowe & Wilcox Co., Southington, Conn.
Taylor Forbes Co., Guelph.
Taylor & Boggis Fdry. Co., Cleveland, O.
Canadian Yale & Towne Co., St. Catharines.
Smith Hardware Co., Montreal.

BURNERS.
Ontario Lantern & Lamp Co., Hamilton.

CANS (Milk).
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.
Thos. Davidson Mfg. Co., Montreal.

CARRIAGE HEATERS
Chicago Flexible Shaft Company, Chicago.

CASH REGISTERS.
National Cash Register Co., Toronto.

CASTINGS (Brass or Iron).
National Hardware Co., Orillia.

CHURNS.
J. H. Connor & Sons, Ottawa.
Cummer Dowswell Co., Hamilton.
D. Maxwell & Sons, St. Marys.

CLIPPING MACHINES.
B. & S. H. Thompson Co., Montreal.
Chicago Flexible Shaft Co., Chicago

CLOCKS.
Western Clock Mfg. Co., La Salle, Ill.

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Cummer-Dowswell, Ltd., Hamilton.
Stratford Mfg. Co., Stratford.

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D. Maxwell & Sons, St. Marys.
Taylor Forbes Co., Guelph

COAL CHUTES
Clare Bros., Preston.

COASTER WAGONS
Canadian Buffalo Sled Co., Preston, Ont.

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Scythes & Co., Toronto.

CORRUGATED IRON.
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Winnipeg Ceiling & Roofing Co., Winnipeg.

COTTON DUCK.
Scythes & Co., Toronto.

COW TIES AND CHAINS.
B. Greening Wire Mfg. Co., Hamilton.
Oneida Community, Ltd., Niagara Falls, Ont.

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Dorken Bros., Montreal.
H. S. Howland, Sons & Co., Toronto.
Kennedy Hdwe. Co., Toronto.
Lewis Bros., Montreal.
Rice Lewis & Son, Toronto.
Toronto Silver Plate Co., Toronto.

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Canada Steel Goods Co., Hamilton.
Taylor Forbes Co., Guelph.
Richards, Wilcox, Canadian Co., London.

DRILLS (Hand and Power).
Canadian Buffalo Forge Co., Buffalo.

DUSTLESS DUSTERS
Tarbox Bros., Toronto.

EAVETROUGHING.
Thomas Davidson Mfg. Co., Montreal.
McClary Mfg. Co., London.
Metal Shingle & Siding Co., Preston.
Sheet Metal Products Co., Toronto.
Winnipeg Ceiling & Roofing Co., Winnipeg

EDGE TOOLS.
Allan Hills Edge Tool Co., Galt.
Peck, Stowe & Wilcox Co., Southington, Conn.

EGG CRATES
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ENAMELED WARE.
Thos. Davidson Mfg. Co., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.

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EXTENSION AND STEP LADDERS.
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FILES.
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G. & H. Barnett Co., Philadelphia, Pa.

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Enterprise Foundry Co., Sackville, N. B.
James Stewart Mfg. Co., Woodstock.

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Peck, Stowe & Wilcox Co., Southington, Conn.
McClary Mfg. Co., London

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Canadian Buffalo Forge Co., Montreal.

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Butterworth Foundry Co., Ottawa.
Burrow, Stewart & Milne, Hamilton.
Can. Heat. & Vent. Co., Owen Sound.
Clare Bros., Preston.
Galt Stove & Furnace Co., Galt.
Enterprise Foundry Co., Sackville, N. B.
Gurney Foundry Co., Toronto.
Gurney-Tilden Co., Hamilton.
Hamilton Stove & Heater Co., Hamilton.
Hall Zryd Foundry Co., Grimsby.
McClary Mfg. Co., London.
D. Moore Co., Hamilton.
C. S. Norsworthy Mfg. Co., St. Thomas.
Pease Foundry Co., Toronto.
Jas. Smart Mfg. Co., Brockville.
Jas. Stewart Mfg. Co., Woodstock.

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Onward Mfg. Co., Berlin

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McClary Mfg. Co., London.
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B. & S. H. Thompson, Montreal.
Winnipeg Ceiling & Roofing Co., Winnipeg.

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Burrow, Stewart & Milne, Hamilton.
Gurney Foundry Co., Toronto.
Hamilton Stove & Heater Co., Hamilton.
McClary Mfg. Co., London.
D. Moore Co., Hamilton.
Moffat Stove Co., Weston.

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Steel Co. of Canada, Montreal.

GLASS.
Consolidated Plate Glass Co., Toronto.
Hobbs Mfg. Co., London.
Pilkington Bros., Montreal.
Sanderson, Pearcy & Co., Toronto.

GO-CARTS.
Gendron Mfg. Co., Toronto.

GUNS.
Tobin Arms Mfg. Co., Woodstock.

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Remington U.M.C. Co., Windsor.

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Cowan & Britton, Limited, Gananoque.
Taylor Forbes Co., Guelph.

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Steel Co. of Canada, Hamilton.

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North Bros., Philadelphia, Pa.
Sheet Metal Products Co., Toronto.

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Penberthy Injector Co., Windsor.

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Stratford Mfg. Co., Stratford.

JOIST HANGERS.
Taylor Forbes Co., Guelph.

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Hamilton Incubator Co., Hamilton.

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McClary Mfg. Co., London.
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Steel Bending & Brake Works, Chatham, Ont.

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Thos. Davidson Mfg. Co., Montreal.
Galt Stove & Furnace Co., Galt.
Enterprise Foundry Co., Sackville, N. B.
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Brandram-Henderson Co., Montreal.
Canada Paint Co., Montreal.
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Canadian Store Front Co., Hamilton

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Factories: Toronto, Canada; Cleveland, Ohio **Branches: London, New York, Chicago**

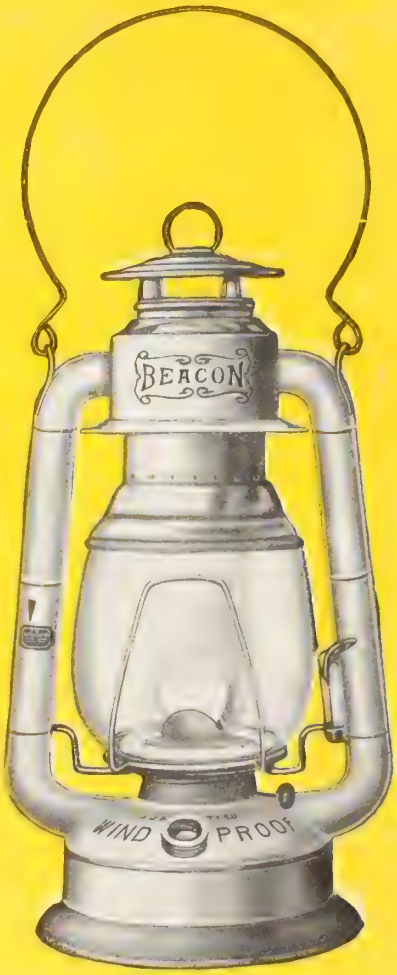
Makers of Jap-a-lac, Glidden's Green Label Varnishes, White Enamels, Endurance (Mission) Wood Stains, Waterproof Flat Wall Finishes and Cement Coatings

S.M.P. No. 3 BEACON

(1913)

A Decided Change In Lantern Design

The strongest and best lantern made. Has all the latest lantern features—short bowl-shaped globe which prevents breakage; deep flange on burner dome, making a better fit than the shallow flange; extra large seamless oil well, holding sufficient oil to burn 24 hours.



New Self-Righting Adjustable Bail

New Extinguishing Device

New INSIDE LIFT

Ask our Salesmen or write for Prices of this fast selling line

The Sheet Metal Products Company

of Canada Limited

Successors to

KEMP MANUFACTURING COMPANY

Montreal TORONTO Winnipeg

ONE DOLLAR YEARLY JULY, 1913.

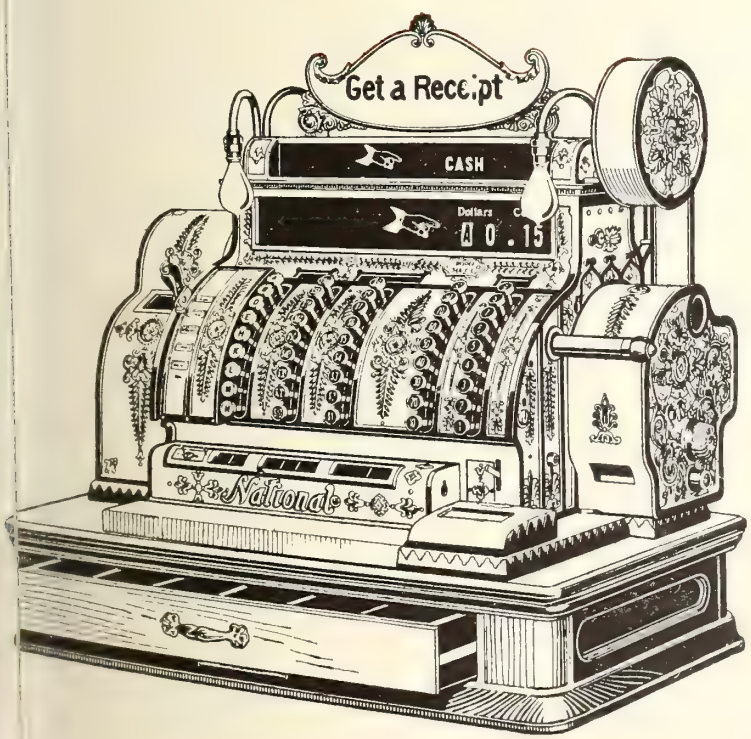
CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOL. 5. Published Monthly by The Commercial Press, Limited, 32 Colborne Street, Toronto No. 7.

THERE IS JUST ONE BEST WAY TO DO ANYTHING

In the handling of money or the keeping of records

This is IT



ITS perfection is acknowledged by every nation on earth—212 different kinds of businesses have granted its superiority over all other systems for

Recording sales.
Checking losses.
Safeguarding Profits.
Protecting the integrity of employer and employes.
Warranting a square deal to customers.

Made in over 500 styles and sizes—each with a distinct difference and each difference based on the peculiar conditions of a specific business.

No store is too small—no institution is too large to operate to the best advantage without a National.

No matter **who** you are, **what** you do, or **where** you do it—if you handle money or keep records, write and find just what **sort** and **size** of National Cash Register is built to meet **your** especial requirements.

THE NATIONAL CASH REGISTER COMPANY
285 YONGE STREET TORONTO
Canadian Factory, Toronto



When your customers go on Vacations be sure each takes along a GILLETTE

In featuring holiday goods in your windows, show cases and newspaper advertisements, emphasize the Gillette Safety Razor.

To one man you can sell fishing tackle—to another a gun or ammunition—to another tennis, golf or baseball supplies, according to his individual tastes.

But the **Gillette Safety Razor appeals to every man** who shaves, and **most forcefully when he is off on a trip.** With it he can shave with safety, comfort and dispatch, in a heaving steamer cabin or a lurching Pullman—in a crowded city hotel or beside a stump in the backwoods.

The Gillette Pocket Edition is the most compact Safety Razor made, and the Combination Sets the most complete and luxurious. But the best feature of all is the cool, clean, comfortable three-minute shave which the Gillette insures to every man, everywhere.

There is a splendid opportunity here for you in the next few weeks—make the most of it.

The Gillette Safety Razor Company of Canada, Limited

Office and Factory:
The New Gillette Bldg., Montreal

TRADE Gillette MARK
KNOWN THE WORLD OVER

66 YEARS
Successful Selling of Exclusive Stocks

After this period of successful trading, you will readily appreciate our ability to handle your orders efficiently in every respect. **Quality** was our early aim, and it has been rigidly adhered to since the Company's inception. **Choice of stocks** is another strong "Rice Lewis" feature—what is new to the world's best markets is promptly shown here.

Rush Orders. — Our comprehensive stocks and recently augmented shipping facilities enables us to handle these by expeditious methods.

Entrust us with your inquiries—they will come into hands ready to give them the most exacting attention.

RICE LEWIS & SON
LIMITED

TORONTO Established 1847 ONTARIO

Canadian Wholesale Hardware Directory

The following firms will be pleased to quote prices, or have their traveling salesman confer, with retail hardware dealers, regarding lines advertised by manufacturers in Canadian Hardware, Stove and Paint Journal.

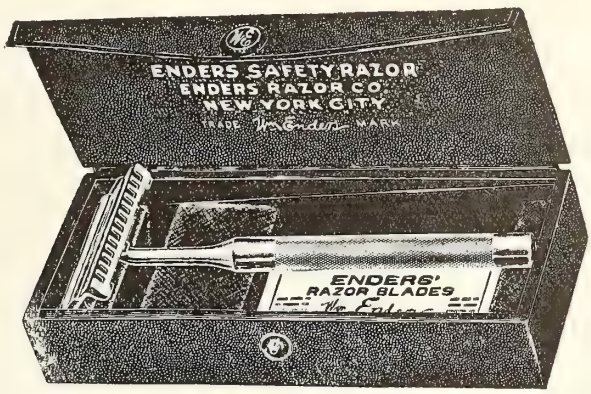
A. M. Bell & Co., Limited	Halifax, N.S.
Wm. Stairs, Son & Morrow, (Established 1810)	Halifax, N.S.
Emerson & Fisher, Limited	St. John, N.B.
T. McAvity & Sons, Limited	St. John, N.B.
W. H. Thorne & Co., Limited	St. John, N.B.
Caverhill, Learmont & Co.,	Montreal, Que.
Frothingham & Workman, Limited	Montreal, Que.
L. H. Hebert & Cie., Limited	Montreal, Que.
Lewis Bros., Limited	Montreal, Que.
Starke-Seybold, Limited	Montreal, Que.
Wood, Vallance & Co.	Hamilton, Ont.
Hobbs Hardware Co., Limited	London, Ont.
H. S. Howland, Sons & Co., Limited Manufacturers Graham Nails, Samson Brand Farm Tools, Bldg. Paper, Etc.	Toronto, Ont.
Rice Lewis & Son, Limited	Toronto, Ont.
Kennedy Hardware Co., Limited	Toronto, Ont.
James Ashdown Hardware Co., Limited	Winnipeg, Man.
Marshall Wells Co., Limited	Winnipeg, Man.
Merrick-Anderson Co., Inc.	Winnipeg, Man.
Miller-Morse Hardware Co., Limited	Winnipeg, Man.
Wood, Vallance, Limited	Winnipeg, Man.
Peart Bros. Hardware Co., Limited	Regina, Sask.
J. H. Ashdown Hardware Co., Limited	Saskatoon, Sask.
J. H. Ashdown Hardware Co., Limited	Calgary, Alta.
Wood, Vallance & Adams	Calgary, Alta.
Marshall Wells Alberta Co., Limited	Edmonton, Alta.
Revillon Bros., Limited	Edmonton, Alta
McLennan, McFeeley & Co., Limited	Vancouver, B.C.
Wood, Vallance & Leggatt, Limited	Vancouver, B.C.

WHEN IT COMES TO A QUESTION OF RAZORS

The "Enders" Safety Razor

Is the One Your Customer Will Want to Buy

The Best Safety Razor Obtainable



You can buy More Expensive Safety Razors But you cannot buy Better Ones

Solid Nickel-Silver Frame, Steel Handle, Heavily Nickel Plated, Length 4 inches with Knurled Centre, and Seven Blades made of Highest Grade Norwegian Cutlery Steel, Carefully Ground and Highly Tempered.

Each Blade will give more satisfactory shaves than are obtainable from any other Safety Razor Blade.

Razor complete with extra package of Blades packed in a Hinged Case covered with Black Karatol, Purple Silk Plush Lined, with Button Clasps.

Vital Points of the "Enders" Safety Razor

BLADE. Enders guaranteed hand finished and hand tested Blades are made under a patented process that insures uniformity of temper, cutting quality and satisfaction.

GUARD. Enders patent Guard does not interfere with the Blade. The Blade that lies on the guard cuts only with that part of the Blade exposed between the prongs of the Guard. The Enders Patent Guard is set up to the Blade permitting the use of entire length of Blade, thereby doubling the value and use of Blade with absolute safety.

HOLDER. The Enders patent Holder is set at the correct angle to permit of shaving with the same sliding stroke as the expert user of the old style blade razor acquires. Holder is so constructed as to permit drawing of Blade from exact center. You do not drive or pull on Enders Blade—you shave easily.

DURABILITY. Enders Razors are simple in construction, there are three parts: Holder, Guard, and Blade. It cannot get out of order. It is easy to clean, therefore sanitary, thus removing one of the great objections to a Safety Razor. It is economical because Enders guaranteed hand finished and tested Blades will undoubtedly give more smooth satisfactory shaves than are obtainable from any other Safety Razor Blade.

THE LOW PRICE WILL SURPRISE YOU

A Post Card will bring you Full Particulars by Return Mail

H. S. HOWLAND, SONS & CO. LIMITED

WHOLESALE HARDWARE

TORONTO

WE SHIP PROMPTLY OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST



On the other hand some people put off stealing the horse until after the stable is locked + +

The proverb says there is no time like the present.

Opportunity says there is no time *except* the present.

Our Yale magazine advertising is *your* opportunity. It is appearing now.

Whoever reads the magazines in your locality is reading Yale arguments—learning about Yale quality—being influenced in favor of Yale Locks and Hardware.

It's up to you to turn this Yale interest into sales.

Local newspaper advertising will do it.

Window displays will do it.

Lantern slides for the "movies" will do it.

Our sample doors, boards and blocks will do it.

Provided it is done right and done now.

Write our Dealers' Advertising Service about the right kind, now —while opportunity knocks.

Canadian Yale & Towne Ltd.

Makers of Yale Products in Canada:

Locks, Padlocks, Builders' Hardware, Door Checks and Chain Hoists

General Offices and Works: St. Catharines, Ont.

HAMILTON & STOTT

Consulting, Heating and Plumbing Engineers

PLANS AND ESTIMATES MADE FOR CENTRAL HEATING PLANTS



Selling Agents in Canada for the

"VERMONT" LOW DOWN CLOSETS

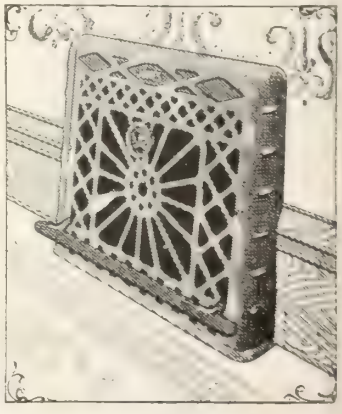
Every outfit guaranteed for three years. Once installed there will be no lost time in fixing ball cocks

We are also successors to the

Jones Register Company

and can promptly fill all orders for

SIDE WALL REGISTERS



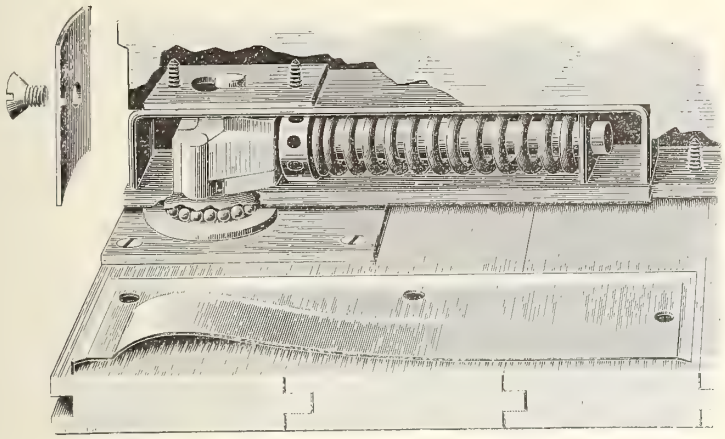
Howard Hot Air Furnaces and Howard Hot Water Boilers

Write us for quotations

ST. THOMAS, ONTARIO

MEMBER OF CANADIAN HARDWARE MANUFACTURERS EXHIBITORS ASSOCIATION

Taylor-Forbes' Double Acting Floor Hinge



The simplest and easiest applied Floor Hinge on the market. All working parts above the floor. No holes to cut. Can be applied by anyone in a very short space of time.

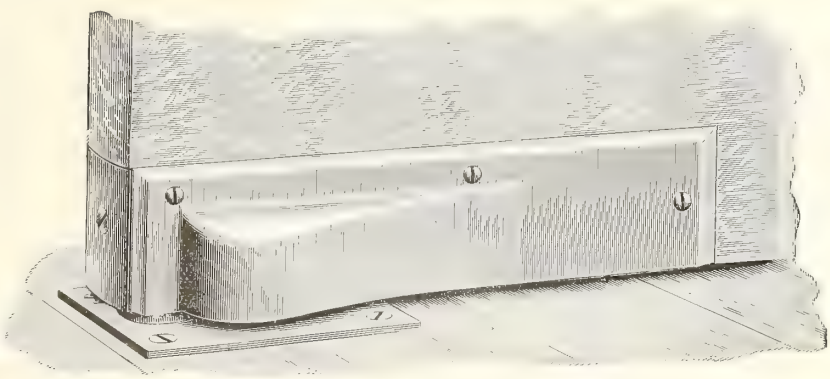
The frame of the hinge is made of heavy wrought steel. The springs are of the best oil-tempered spring steel. The Hinge is constructed so that the entire weight of the door is carried on hard steel bearings and hardened caps which will show no perceptible wear after many years of service.

The Tension Spring may be adjusted at any time after the door has been hung. Thus enabling one to adjust the swing of the door if desired. Can be applied on either wood or cement floors.

Made for all sizes of doors—single and double.

The retail price for No. 2 Hinge, for door 1 1-8 in. to 1 1-2 in., is $1.30 each net.

The retail price for No. 4 Hinge, for door 1 3-4 in. to 2 in., is $1.60 each net.



These are the very best retail prices F.O.B. Guelph, Montreal and Toronto. Hinges plated in all finishes. Nickel plated 10% extra on above prices.

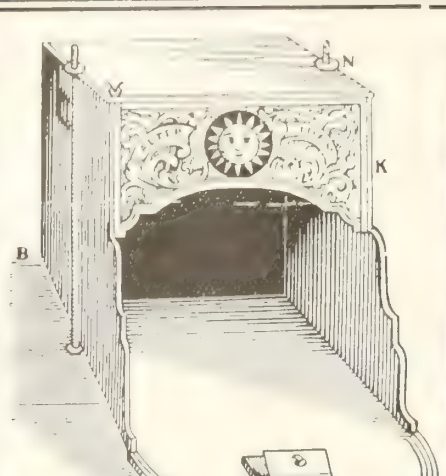
We would be pleased to have your inquiries if your jobber does not stock these lines.

TAYLOR-FORBES CO., LIMITED

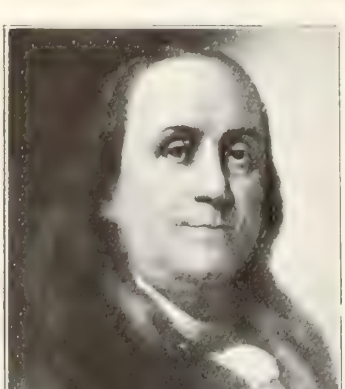
Taylor-Forbes Co., 246 Craig St.. Montreal
H. G. Rogers, 53½ Dock St., St. John, N. B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
GUELPH, ONT.

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.



The Franklin Stove


Benjamin Franklin


Silver King Copp-red Oven.

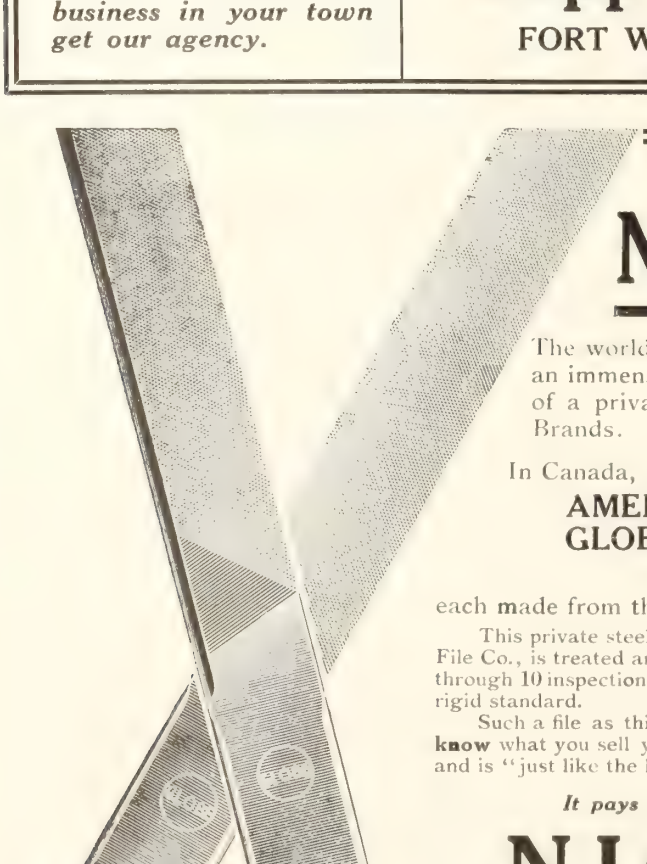
The First Stove was Invented
and made by Benjamin Franklin.

The latest and most up-to-date by

If you want the stove business in your town get our agency.

Copp Stove Co., Limited

FORT WILLIAM WINNIPEG VANCOUVER



Nicholson-Made Files

The world-known line of Nicholson-made Files has achieved such an immense daily sale that it permits the economical manufacture of a private formula special steel for the Nicholson-made File Brands.

In Canada, these File (and Rasp) Brands are

AMERICAN ARCADE
GLOBE GREAT WESTERN
KEARNEY & FOOT

each made from this private steel.

This private steel is cut into files on special machines owned solely by the Nicholson File Co., is treated and hardened by a private process. Finally, the file, after passing through 10 inspections, is individually hand-tested for quality, and must reach or pass a rigid standard.

Such a file as this is the Nicholson-made File that reaches your shelves. You **know** what you sell your customer. He in turn gets a file that is "Nicholson-made" and is "just like the last."

It pays to handle "Nicholson-made" Files. All jobbers

NICHOLSON

File Company

PORT HOPE CANADA

37

36 Years of Concentration

We have been building Heating Systems for over 36 years. In that time, all our attention, energy and thought have been concentrated on making

Pease
Heating Systems

the best in the world.

We believe in doing one thing at a time and doing it to the best of our ability. That is why we have concentrated on the building of Heating Systems alone.

Mr. Dealer, you can profit by that 36 years' of thought, experience and concentration, if you will. All the numerous and exclusive money-saving features incorporated in PEASE Heating Systems, resulting from these 36 years' work, make your selling and profiting much easier and quicker.

Our advertising will bring customers to your stores—our furnaces will bring their friends.

To insure prompt delivery—ORDER NOW

PEASE FOUNDRY COMPANY
LIMITED

Head Office: TORONTO Branches: Winnipeg Vancouver Hamilton Montreal Works: BRAMPTON



Samuels' Dustless Ash Sifter

is the sifter your customers are demanding, and it will pay you to satisfy them in this respect.

They want it because it minimizes labor, permits no waste and is *positively dustless.*

A turn of the handle and ashes sift into barrel. Unburned coal drops into scuttle.

Samuels' Dustless Ash Sifter cuts coal bills in two and lasts a life time

Particulars on request

FOR SALE BY
RICE LEWIS & SON H. S. HOWLAND & SONS
KENNEDY HARDWARE CO., TORONTO
STARKE, SEYBOLD, LIMITED, MONTREAL

MANUFACTURED ONLY BY
J. SAMUELS - - TORONTO, ONT.

Metal Ceilings

SHINGLES, SIDINGS and CORRUGATED IRON

We can help hardwaremen in Western Canada to increase the volume of their trade in these lines. We supply plans and estimates and can promise prompt shipment as our goods are

Manufactured at Winnipeg

We can offer a large variety of designs and the best possible service. Push the "Home Market" idea and give us a chance to figure on your next order.

Write for catalogue and price list.

Winnipeg Ceiling & Roofing Co.
Limited

P. O. Box 2186 E. WINNIPEG, MAN.

DOMINION AMMUNITION

Canadian Made for Canadian Sportsmen



A perfected product, stocked in quantities that insure prompt delivery, and sold by an experienced force at a price that provides a legitimate profit, has placed **Dominion Ammunition** in the enviable position of having the largest distribution in **Canada.**

Are you getting your share of our prosperity?

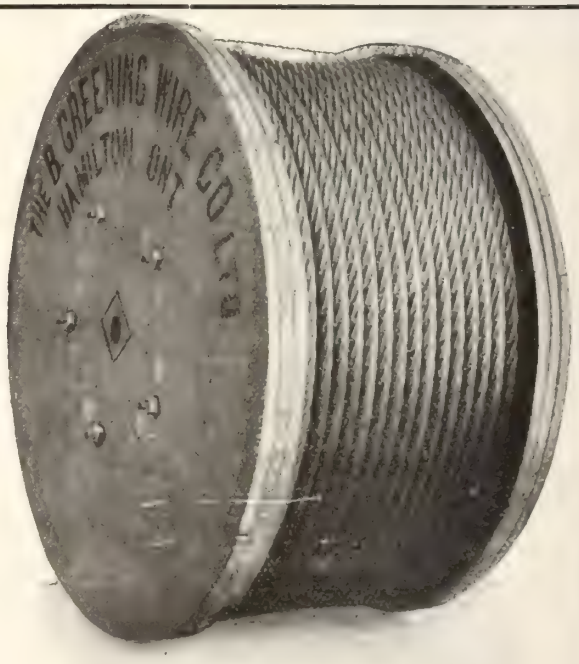
Dominion Cartridge Company

LIMITED

Dept. No. 832

Montreal, Canada

Wire Rope



for Hay Forks and Hay Fork Tracks.

Lasts longer, more flexible, and cheaper than other ropes.

Every retailer should stock a small reel.

Wire Rope for hauling threshing machines, house moving, etc.

We manufacture all kinds of Wire Rope for all purposes

Wire Rope Fittings **Wire Rope Grease**

The B. Greening Wire Co.

LIMITED

Hamilton, Ont. **Montreal, Que.**

When writing to advertisers, kindly mention the Canadian Hardware, Stove & Paint Journal

Getting Furnace Contracts

On a competitive job, as a rule, you can only secure an order if your price is the lowest, unless you can persuade your customer that you are offering him a better furnace.

You can prove to him that you are offering the best if your tender calls for a

HECLA FURNACE



It is the only furnace that combines such constructive fea ures as STEEL RIBBED FIREPOTS, FUSED JOINTS, INDIVIDUAL GRATE BARS, CAST IRON COMBUSTION CHAMBERS, etc.

Each of these features makes an instant and lasting impression on your customer in favor of a HECLA.

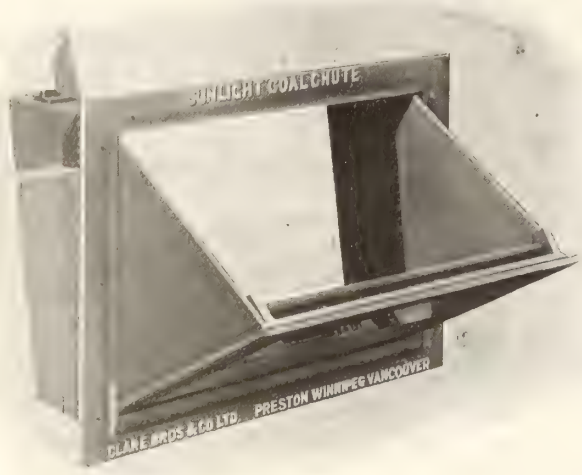
Our wide spread advertising prepares the customers for your talk and thousands of satisfied users all over Canada will back up your arguments

Send for a HECLA catalogue and a supply of COMFORT and HEALTH booklets

Clare Bros. & Co., Limited - PRESTON ONTARIO

Manufacturers of PENINSULAR RANGES, WINDOW CHUTES

CLARE & BROCKEST, Limited, Winnipeg, Man.
REYNOLDS & JACKSON, Calgary, Alta.
RACE, HUNT & GIDDY, Edmonton, Alta.
J. M. KAINS & CO., Vancouver, B.C.



The Window Chute

is no longer a luxury but a recognized necessity in every up-to-date building.

Open—It's a chute through which fuel can be put into the basement with ease and convenience.

Closed—It's a window that locks automatically and can be opened only from the inside.

A Basement Window used for taking in fuel must be continually repainted, repaired and reglazed.

A Window Chute needs no repairs and is always neat and clean.

Prices sent on request

Clare Bros. & Co., Limited :: PRESTON ONTARIO

Manufacturers of HECLA FURNACES, PENINSULAR RANGES

CLARE & BROCKEST, Limited, Winnipeg
REYNOLDS & JACKSON, Calgary
RACE, HUNT & GIDDY, Edmonton
J. M. KAINS & CO., Vancouver

THE STEEL COMPANY of CANADA, Limited

HAMILTON :: ONTARIO

PIG IRON

We are now in a position to make immediate shipments of Foundry Grades of HAMILTON PIG IRON

STOVE MANUFACTURERS' SUPPLIES

of which we carry a large stock

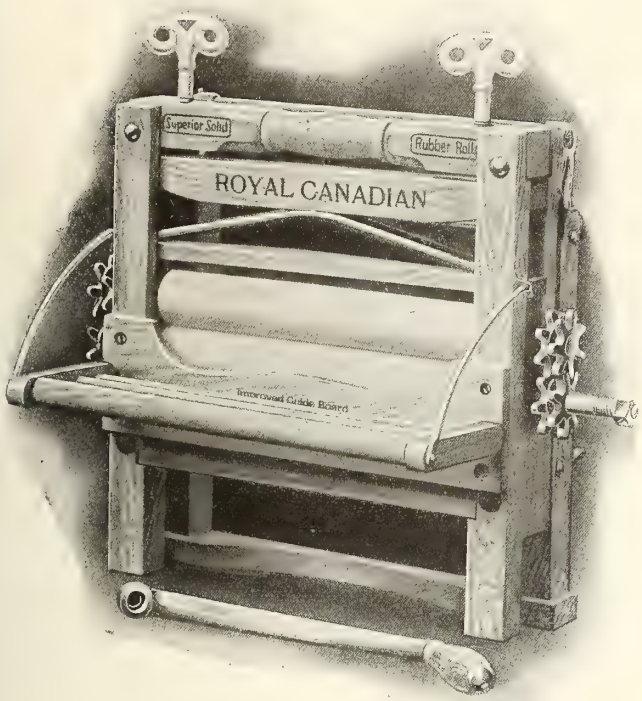
Stove Bolts and Nuts
Iron Rivets and Burrs
Stove Rods and Stove Scrapers
Stove Pins
Stove Pipe Wire
Machine Screws and Nuts
Stove Pipe Screw Eyes
Cotter Pins

WHITE LEAD and PUTTY

DISTRICT SALES OFFICES:

Hamilton Montreal Toronto Winnipeg Vancouver
Victoria Halifax St. John

MAXWELL WRINGERS



Through years of steady development the Maxwell line of Wringers has reached a stage of completeness and perfection where there seems little left to be desired.

To the vital part, the rolls, we have paid special attention, and you need have no hesitation in assuring your customers that in Maxwell Wringers they are obtaining better value than can be procured from any other manufacturer in Canada or any other foreign country.

The Maxwell line includes over fifty distinct machines. These are classified, according to grade of rubber in rolls, into Five, Three, Two and One Year Grades.

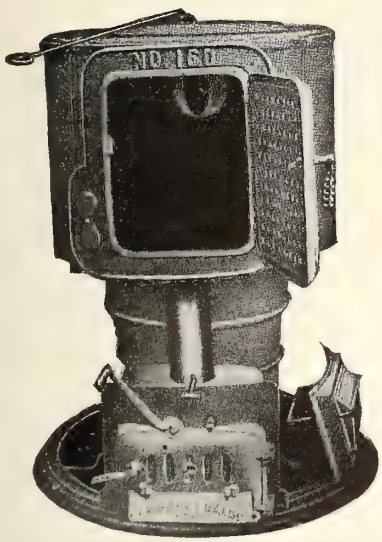
Variations in the different classes are numerous. There are Covered and Open Gears, Plain and Ball bearings, Flat and Spiral Springs, Single Lever Clamping Attachments and Malleable Iron Clamps which fit any tub.

Write for our new Catalogue illustrating and giving full particulars about Maxwell Wringers, Washing Machines and various other specialties.

David Maxwell & Sons

St. Mary's, Ontario

"The Empire Line"



Empire King

"Empire King" furnaces possess the two main advantages of a high class furnace: *Large Heating Capacity* and *Small Consumption of Fuel.* Price is right, installation easy, material and construction the very best.

We make a full line of Sidewall and Floor Registers and Cold Air Faces.

Prompt Shipments

Empire Register



Canadian Heating & Ventilating Co.

Owen Sound **Limited**

Montreal **Winnipeg** **Calgary** **Vancouver**

THE NEW IDEA

One of the best Hand-operated Washing Machines Made

They have many of the famous New Century features and some exclusive ones; notably—DETACHABLE TUB, THE ABSENCE OF OBSTRUCTION INSIDE, COVER AND RUBBING BOARD THAT LIFT TOGETHER AND ALLOW WATER TO DRIP BACK INTO TUB.



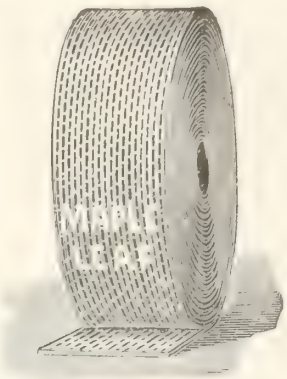
They're great sellers, and advertise you day in and day out.

We Protect the Dealer

Made only by

Cummer-Dowswell, Limited

HAMILTON, ONT.



To The Hardware Trade

Look over your stock and send your orders in NOW for

"Maple Leaf" Belting and Belt Dressing

so as to insure delivery within a reasonable time.

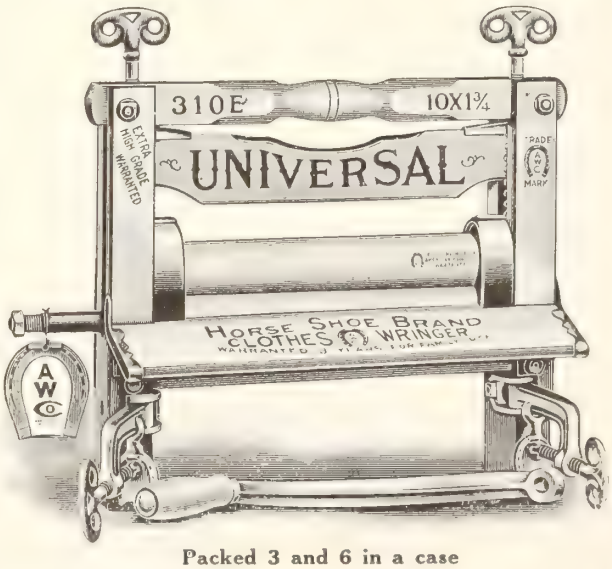
Manufactured only by the

Dominion Belting Co., Limited

Hamilton - Canada

NEW LINE

UNIVERSAL CLOTHES WRINGERS



Packed 3 and 6 in a case

Plain Bearings and Steel Ball Bearings

Spiral Pressure Springs Enclosed Cog Wheels

PLAIN BEARINGS

No. 310E - - - - Rolls, 10x1¾ inches
No. 311E - - - - Rolls, 11x1¾ inches

STEEL BALL BEARINGS

No. 317E - - - - Rolls, 10x1¾ inches
No. 318E - - - - Rolls, 11x1¾ inches

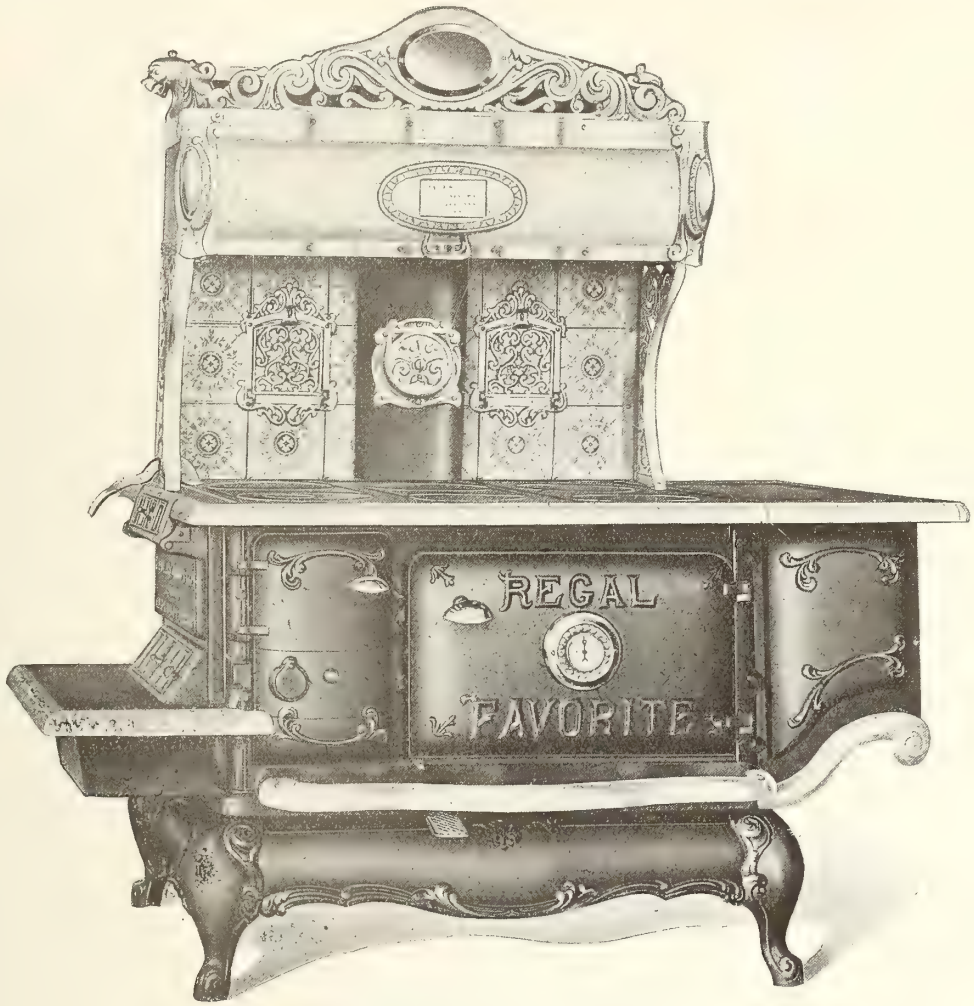
SAME STYLE MADE IN FOLDING BENCH.

Send for Catalog (T).

THE AMERICAN WRINGER COMPANY

99 CHAMBERS STREET, NEW YORK, U.S.A.

THE REGAL FAVORITE



Burns Either Coal or Wood

A Range that Sells, Cooks, Satisfies

The Regal Favorite is the best that long experience, close study of cooking requirements and skilled workmanship can produce.

It is essentially a quick seller and was built specially to meet the demand in rural districts for a popular priced, high grade, efficient range.

The large, roomy top, large square oven, long and spacious firebox for wood are but a few of its many exclusive features.

Made in two sizes, 19 and 21 inch ovens

Your inquiries will lead to our mutual benefit.

FINDLAY BROS. CO., LIMITED

Head Office and Works, CARLETON PLACE, ONT.
Branch House, - - - 260 Princess St., WINNIPEG

Wholesale Jobbers for N. Alberta: REVILLON WHOLESALE LIMITED, Edmonton

Distributing Agents: For Southern Alberta, D. V. COPE & CO., Calgary; For British Columbia, GEO. D. HORSMAN, Vancouver

Burman's Clippers

Will add many entries to your sales ledger if you feature them in your Store this Spring.



It pays to handle Burman's

Because the construction, finish *and price* make them fast sellers. The satisfaction which they give their users produce *repeat orders* —the kind that count.

Prompt Shipment from a Large Stock
Spare Parts always at Hand

B. & S. H. Thompson & Co.

Transportation Building
MONTREAL

THE

American Six Bucket Tank

CONTAINS
SIX FILLED BUCKETS READY FOR INSTANT USE.
EACH PERSON CAN CARRY TWO TO THE FIRE.



In Buying Fire Appliances It Is Cheaper To Avoid Mistakes Than To Correct Them

In The American Six Bucket Tank *Modern Engineering Skill* has been completely successful in overcoming the difficulties experienced with older Types.

NEVER GETS FOUL OR OUT OF ORDER
and can be made Frost Proof at 45° below zero

The Thos. Davidson Mfg. Co., Limited

MONTREAL
TORONTO and WINNIPEG

"GOOD CHEER"

Circle Water Pan

WARM AIR FURNACES



Low price installations there undoubtedly will be, but there's many a man ready and willing to pay the price for a real furnace such as the "Good Cheer" is, if he can but be shown the ultimate advantages of the better article, and there is no other furnace made with so many outstanding and convincing evidences of quality such as the "Good Cheer" presents. "Good Cheer" installers get a better margin of profit than you do—they get their price, for there is no competition in this class.

The JAMES STEWART MFG. CO., Limited

WOODSTOCK, ONTARIO

Western Warehouse **156 Lombard St., Winnipeg**

Get the Local Reputation for Selling Good Glass—Sell

Consolidated Glass

It is best to buy Consolidated Plate Glass, *first*, because the prices are right; *second*, because you can absolutely rely upon getting prompt shipments. In the majority of cases we can ship orders from stock upon the day they are received.

We carry what we believe to be the largest stock in Canada of plate, sheet, mirror and leaded glass, also an excellent line of decorative glass for builders.

If you haven't our catalogue, write for it. From it you will be able to sell many good orders for fancy glass.

Telephone or write for it.

"Consolidated Stands for Everything that is good in the Glass Industry"

The Consolidated Plate Glass Co.
of Canada, Limited

MONTREAL — 30 St. Sulpice Street
TORONTO — 241 Spadina Ave.
WINNIPEG — 375 Balmoral Street
Telephone: Coll. 8000

Black Jack

Sold by all Jobbers



3/4 lb. tins
3 doz. in case

Quick Clean Handy



Sell "MEAKINS" Paint and Varnish Brushes

and know what it is to give the best possible "brush" satisfaction.

Our lines of brushes are the very best obtainable and combine good quality with low price in such a way as to make them rapid profitable sellers.

Get your stock of "Meakins" brushes from your jobber—then you are sure of selling the satisfaction-giving kind.

If your jobber is out of stock, write us direct—
there are no brushes "just as good" as Meakins



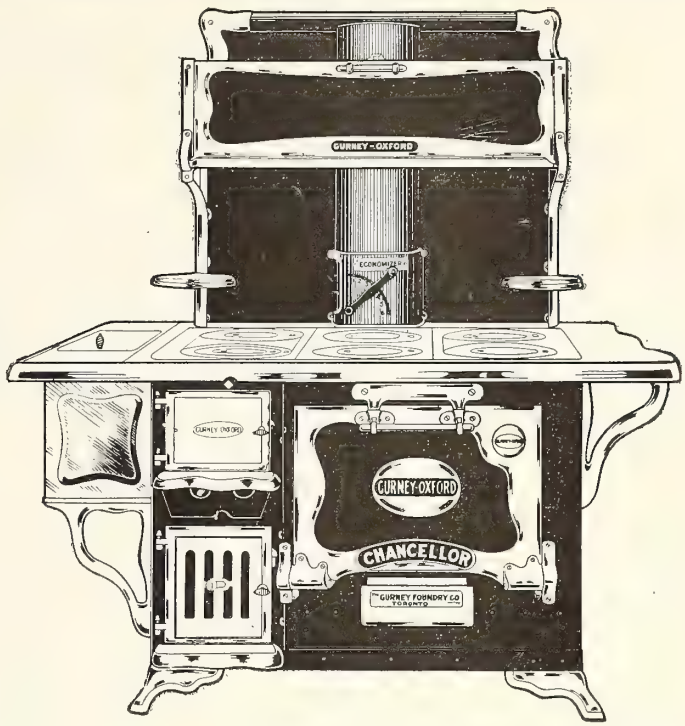


MEAKINS & SONS, LIMITED

HAMILTON :: ONTARIO

Warehouses:—Toronto, London, Winnipeg
Meakins Brush Co., Limited, Montreal

The Gurney-Oxford Range



The stove people know sells all the time. The Gurney-Oxford line of ranges is known to all good housewives as a type unrivalled for its economical devices and lasting satisfaction. When perfect baking is an absolute certainty, cooking truly becomes a fascination. Ask any Gurney-Oxford owner.

And so it is good policy for you to handle a line of ranges that gives daily pleasure to women in the kitchen. Your stock keeps moving and customers appreciate your own good choice of the superior quality line.

Our Generous Policy to Dealers

This Oval GURNEY-OXFORD for Profits

The publicity we give your store and line of ranges is worth thousands of dollars to you. Every Gurney-Oxford dealer received the benefits from a universally recognized superior range—reaping big profits from an already extensively created market, which enables selling without argument.

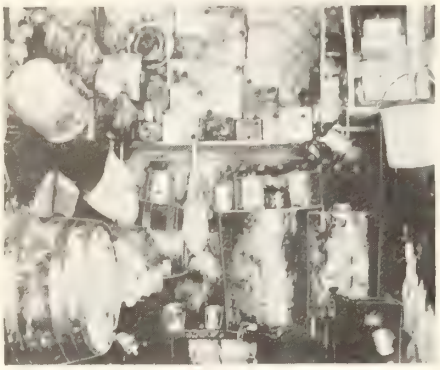
We forward literature and booklets with your own names printed on the cover to serve as silent salesmen. Invaluable economizer talks and helps are provided to allow any salesman to study the principal selling points and effect many sales. We suggest plans and personally look after your business interests—following up advertising by placing in your windows attractive displays.

For all this and more there is no charge. Write for full particulars.

The Gurney Foundry Co., Limited

TORONTO - CANADA

Montreal Hamilton Winnipeg Calgary Vancouver



Why Burn Electric Lights?

Candles or Lamps Give Light

And they are possibly more economical. But are they as convenient? Don't they require too much attention, and are they not an extra fire hazard?

Electric lights illuminate every corner by simply turning a switch. Now, if you gave the same careful consideration to other needs around your store as you do the lighting problem, you would secure greater benefits. For instance,—why not throw the searchlight into your paint oil room? What do we find?

Oil Soaked Floors—Dirty "Gummed-up" Containers

These are due to your using the original packages for storage and distribution. In this department you leave the Twentieth Century for the days of candles and thereby you lose 15 to 20 per cent. of your profits. Why not avoid this inconvenience, fire hazards and actual losses by installing a

Bowser Safe Oil Storage System

and bring your oil room "up-to-date"—up to the high grade efficiency of the balance of your store.

A Bowser Equipment stores and accurately measures and records your paint oils, keeping them free from "foots" and "fats" and providing an evaporation, leak, burglar and fire-proof equipment, built to conform to that measure of safety prescribed by the National Board of Fire Underwriters. They reduce your insurance premiums and soon pay for themselves through their many other savings.

Send for free book giving more interesting facts. Promptly mailed for the asking



S. F. Bowser & Co., Inc.

66-68 Frazer Ave. **Toronto, Ont., Can.**

Made by Canadian Workmen and sold by Canadian Salesmen

Original patentees and manufacturers of standard self-measuring hand and power driven pumps, large and small tanks, gasoline and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc. ESTABLISHED 1885



Victorian Lavatory No. 808

Lavatories of Proven Merit

Their Rich, Glossy Appearance is of Great Lasting Quality



Victorian Pedestal Lavatory No. 854

"Victorian" Vitreous - China Lavatories

Have won a high class reputation as the result of perfect service and exceptional durability.

They are made proportionately correct in design, are carefully tested and fully guaranteed.

We carry a complete stock of Plumbers' and Steamfitters' Supplies, Brass Goods, etc.

Full information Sent Upon Request

The Jas. Morrison Brass Mfg. Co., Limited

93-97 Adelaide St. W. **TORONTO**

Sunshine Furnaces

From now on till November not one but many heating systems will be installed or improved right in your neighborhood. It is a pretty safe surmise that the Sunshine Furnace is uppermost in the minds of a great many of those builders and owners.



The superiority of this furnace backed up by extensive advertising and the fact that it is A McClary production has given the Sunshine Furnace a good reputation all over the Dominion.

Mr. Dealer, avail yourself of this great selling power, let the whole weight of our good name and our good advertising back you up. Remember that if you are responsible for one good heating system in your district, orders are bound to increase and multiply and that right quickly.

The advice of our heating experts is at your service.

WRITE US

London
Toronto
Montreal
Winnipeg

McClary's

Edmonton St. John, N. B.

Vancouver
Hamilton
Calgary
Saskatoon

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

There's a Good Sale For Them

Manufactured solely by

Gutta Percha & Rubber, Limited

Successors to

The Gutta Percha & Rubber Mfg. Co. of Toronto, Limited

TORONTO MONTRÉAL WINNIPEG
CALGARY VANCOUVER



It's High Time To Order

Gem *and* Blizzard Freezers

They are always in demand and well advertised. They are easily sold and stay sold, which means a good net profit to the dealer.

They have been faithful and satisfactory public servants for over a quarter of a century.

They bring trade and help to keep it.

Your Jobber can supply you.



North Bros. Mfg. Company

PHILADELPHIA, PA.



It's Easy to Sell

goods that have superior qualities because you can point out their advantages to customers and make them want what you are selling.

Laidlaw Wire Nails, Bale Ties and Baling Wire

are of the highest standard. They are made to give the widest range of usefulness and the longest years of service.

Made in all standard sizes

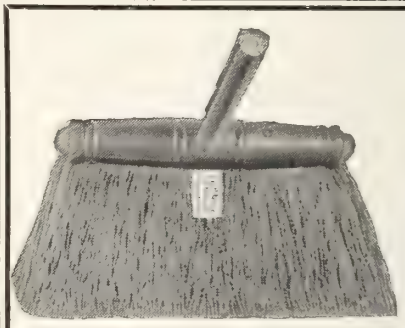
Send for detailed information and discounts

The Laidlaw Bale-Tie Co., Limited

HAMILTON, ONT.

Geo. W. Laidlaw, Vancouver, B.C.

Harry F. Moulden & Son, Winnipeg, Man.



Dustless Floor Polisher

Made safe from Marring Room or Furniture —No. 1, 10 in. head, $1.50. No. 2, 14 in. head $2.00.

You can Interest Every Housewife with Tarbox Brand Chemically Treated Dry Dusting Mops and Cloths

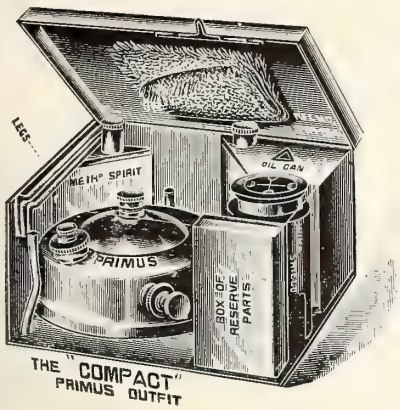
These mops and cloths are so treated that they absorb and hold dirt until thoroughly washed out in soap and hot water.

As long as the fabrics last, the absorbing and polishing qualities are retained.

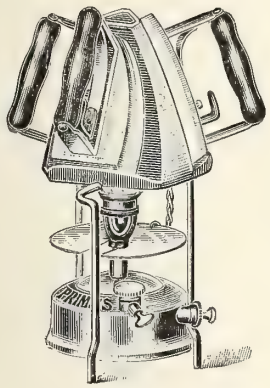
We cannot recommend this Polisher too strongly for walls and ceilings.

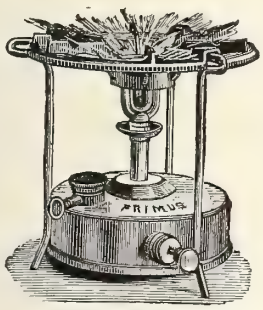
Your Jobber can Supply You.

TARBOX BROTHERS, TORONTO ONTARIO

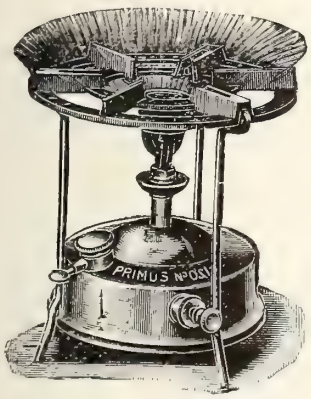


THE "COMPACT" PRIMUS OUTFIT


IRON HEATERS



THE "PRIMUS SILENT"



THE "PRIMUS ROARER"

Wire us "Collect" for a small trial shipment of these Summer Sales Boosters

They are undoubtedly the best sort of goods to feature in the hot months. There are **so** many good talking points about the economy and comfort in their use that sales are easy. Take, for instance the "Compact" Primus outfit:—How easy these would sell to campers, or to people preparing for a canoe or yachting trip.

THE "PRIMUS STOVE"

Burns coal oil without a wick and with a hot blue flame. The heat is tremendous—just where it's wanted—or low simmering heat can be had by turning down like a gas jet.

No smoke, no smell, no danger
Container, which is tested to 250 pounds pressure, is made of non-porous polished brass

and just note this:—Supplied with a "Hestia" oven will cook a full dinner for 2 or 10 persons.

These stoves sure are winners—wire us an order NOW, leaving the choice to us.

The British Hardware & Importing Co.
6 St. Sacrament St. LIMITED
Montreal

Illustrated List on application



Duplex Double-Acting Power Pumps

3 to 60 gallons per minute capacity.

Deep Well Power Heads

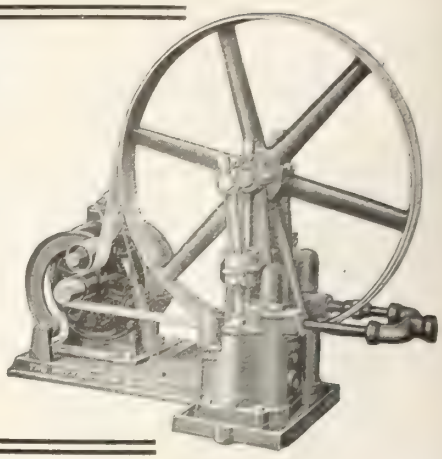
6", 8", and 12" Strokes

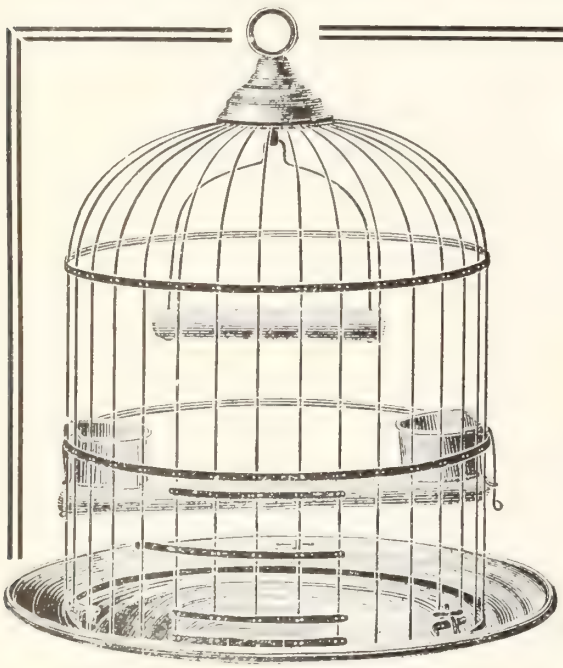
All pump parts are made to gauges, jigs and templates, and are interchangeable. Especially desirable where quiet running and low cost of operation are essential.

DAYTON WATER SYSTEMS

We desire trade arrangements with responsible dealers. Catalog on request.

The Dayton Pump & Mfg. Company, Dayton, Ohio, U.S.A.





PARROT CAGES

All Sizes Styles Prices

Also Canary Cages, enamelled or brass. Lark, Robin, Mocking Bird, Parroquet Cages.
Store Cages, Wall Cages, Breeding Cages, Trap Cages, Travelling Cages.
Cages for Squirrels, White Mice, White Rats, and small animals.
Chicken coops for exhibition purposes.
Bird Baths, Food Cups, Water Bottles, and all Cage Trimmings.

Largest Manufacturers of Cages in the Dominion
Write for our Bird Cage Catalog

E. T. Wright Co., Limited - Hamilton Canada

Every Progressive Hardware Dealer Should Stock the "BAYARD" Automatic Pocket Pistol

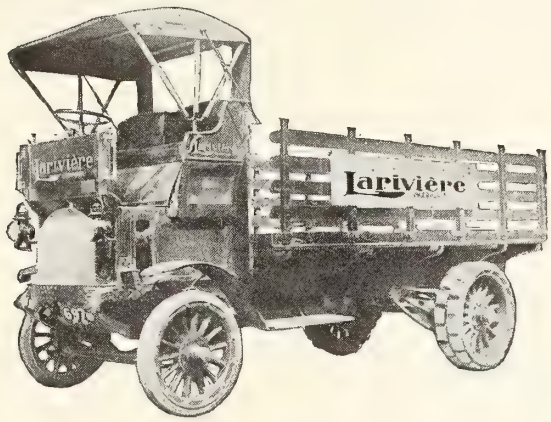


The "Bayard" 32 cal. pocket pistol is only $4\frac{3}{4}$ in. long, $3\frac{3}{8}$ in. high, $\frac{7}{8}$ in. thick, weighs about 16 ozs. and has an initial velocity of 837 ft. per second; will penetrate 4 inches of pine at 10 yards, and 3 inches of pine at 100 yards. Insist on your jobber supplying you with the "Bayard," or

Write for Descriptive Booklet

McGill Cutlery Co., Reg'd, P. O. Box 580, Montreal, Canada

Mack Truck used by Lariviere Incorporee, Hardware Dealers, Montreal.



What Motor Trucks Can Do For The Hardware Dealer

The motor truck will enable you to deliver goods over a much larger area than is possible with horse and wagon. Expanding your area expands your business.

The motor truck will enable you to make prompt delivery, a service demanded these days by the buying public. A large number of your orders are received over the telephone. With the motor truck these orders can be given prompt attention and sent out C.O.D. Your customers will appreciate this ready service.

The motor truck will enable you to send to the wholesale house for goods that are wanted in a hurry and which are needed before the wholesaler can make delivery.

The motor truck will not require your attention on Sundays or holidays.

The motor truck advertises your progressiveness and impresses the public with the fact that you desire to give prompt delivery service.

In doing these things you increase your sales, expand your business.

The motor truck will do all this for you and cost you less than your present delivery system.

We are sales agents for two of the leading motor trucks of the world—MACK (gasoline) and LANSDEN (electric).

Let us make a study of your business and recommend the kind of truck you should have, whether gasoline or electric, type of body, capacity, etc. If, after an investigation, we find it would not be profitable for you to operate a truck, we will not attempt to sell you one. Give us a chance to tell you about the Mack and Lansden. Ask us for facts and figures.

The Canadian Fairbanks-Morse Co., Limited

St. John Quebec Montreal Ottawa Toronto
Winnipeg Saskatoon Calgary Vancouver

THE S.M.P. Enameled Preserving Kettles and Fruit Jar Fillers

WILL SOON BE IN DEMAND

Are you Prepared for the Rush?



Prices on Application



Our brands "DIAMOND" and "PEARL" Wares will satisfy the most critical patrons. Our stock is complete, and we can ship promptly. Send us your orders.

THE SHEET METAL PRODUCTS CO.

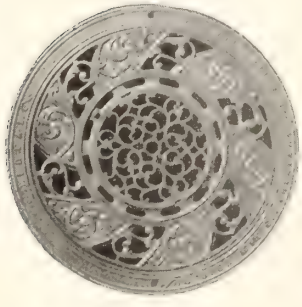
of Canada SUCCESSORS TO Limited

Kemp Manufacturing Co.

Montreal TORONTO Winnipeg



Ceiling Plate



Floor Plate

REGISTERS

Ideal Registers are noted for their selling qualities. The designs are attractive. The perfect castings and excellent finish keep them sold and bring repeat orders.

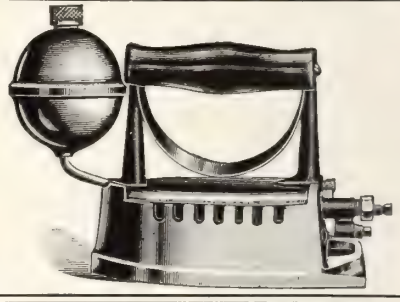
For six and seven inch pipe. All black or black and white finishes.

Look over your stock and write us today for the names of jobbers selling these registers in your territory; also get our booklet showing a large line of stove and furnace trimmings—the kind every dealer uses.

SOME OTHER THINGS WE MAKE

Fireplace Fixtures	Double Acting Hinges	Door Latches
Waffle Irons	Screen Door Hinges	Saw Vises
Griddles	Mop Sticks	Chest Handles
Meat Broilers	Door Knockers	Foot Scrapers
House Numbers	Pulls	Steak Pounders
Pulleys (all kinds)	Harness and Coat Hooks	Quilt Frame Clamps

STOVER MFG. CO., 732 East St., Freeport, Ill.



"IDEAL"

Is the Iron for you

The "Ideal" Self-heating Sad Iron ought to be in your displays to-day. Housewives need it. They know they need it—and a sight of it will sell it. So show it. Soon.

"Ideal" sells unusually well during spring and summer when the stove isn't running full blast. Because "Ideal" furnishes its own heat—and uses all it furnishes.

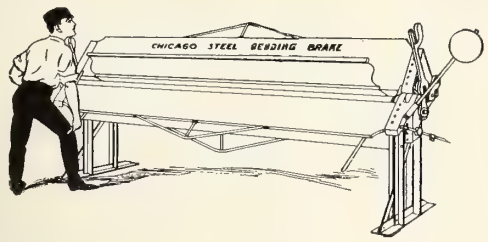
Burns gasoline—and only a little of that.

"Ideal" pays the "Ideal" dealer. Write us for prices or ask your jobber.

The Ideal Sad Iron Mfg. Co.

Hamilton, Ont.

Get a Steel Brake



The Chicago Steel Bending Brakes are used in thousands of the largest and best equipped shops, much to their advantage.

To get the best results you must have the best machines.

Send for Illustrated Catalogue and Price List

The Steel Bending Brake Works
LIMITED
Chatham, Ontario

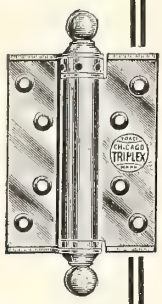
CHICAGO SPRING BUTTS

REPUTATION

The Chicago "Triplex" Spring Butt



has characteristic features of recognized merit, handsome in appearance and dependable for the most severe requirements.

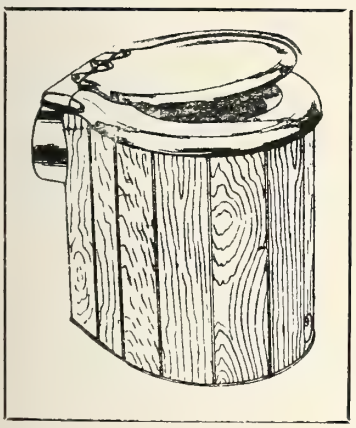


This article has a reputation and selling force which commands the trade, and your stock should be complete.

Chicago Spring Butt Company,

CHICAGO TRADE C.S.B. CO. MARK NEW YORK

Send for Catalogue S29



Something Different to the Regular Chemical Closet

Kendrick's Aerated Dry Closets

Are healthy, comfortable, durable and economical
The only absolutely odorless dry closets on the market

No waterworks or sewerage required
No offensive burning out
No polluted matter to be carried out

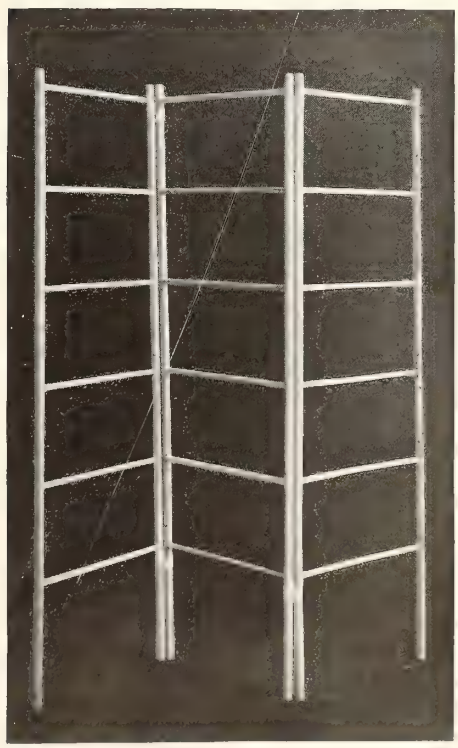
It's an easy paying proposition for you, Mr. Dealer, and worthy of your consideration

Write for attractive booklet giving full description

SUPERIOR SUPPLY CO., Limited
Hagersville - Ontario

Many Dealers are Making Money

and satisfying their customers by selling Stratford Clothes Bars. Be the lucky dealer in your town—write for a supply now.



Made in three sections, in heights of 4, 5 and 6 feet. Rods are smooth turned and made of hardwood. Packed six in a bundle.

Our new catalog contains many new features of the utmost importance to the hardware dealer, such as Ladders, Ironing and Sleeve Boards, Clothes Bars, Bake Boards, etc.

It is yours for the asking.

Represented by

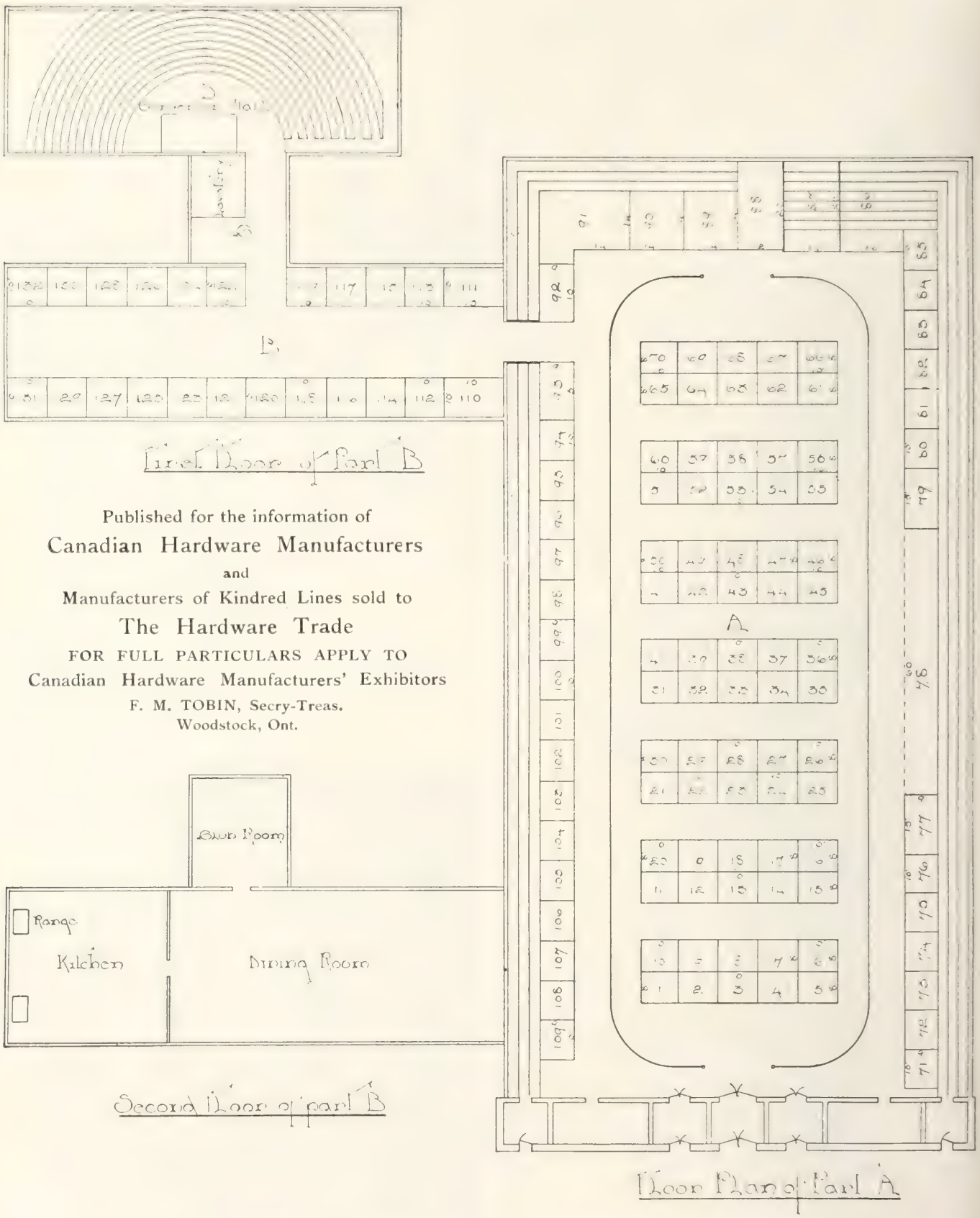
British Columbia:
Martin, Finlayson & Mather, Ltd., Vancouver

Maritime Provinces:
J. H. Hanson-Tilley Co., Ltd., Montreal

Quebec:
Jas. S. Parks, Montreal

Ontario:
Roy E. Harris, Stratford

The Stratford Mfg. Co., Ltd., Stratford, Ont.



CANADIAN HARDWARE MANUFACTURERS EXHIBITION
ONTARIO - QUEBEC - RETAIL HARDWARE CONVENTION
OTTAWA - FEB. 16-21-1914

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOLUME FIVE | TORONTO, JULY, 1913 | NUMBER SEVEN

PUBLISHED ON THE TENTH OF EACH MONTH BY
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Subscriptions

Canada and Great Britain, $1.00 a year; United States, $1.50 a year; other countries, $2.00 a year

Quality in the Hardware Store.

Quality counts for much in the hardware store. There is probably no line of business in which it counts for more.

The test of the average article in the hardware merchant's store is its wearing quality. To preach quality, therefore, is always the best policy for hardwaremen.

The gospel of price may tickle the ears of a few people, but it will not satisfy when experience has taught the consumer that it is not commensurate with quality.

Quality, like love, never faileth, and he is a wise merchant who, through his clerks, his advertisements and his window displays, impresses this fact upon his customers. Gradually will his business gather strength, while that of his price-cutting competitor gradually wax and wane.

It is he who takes a little time to plan his day's work who learns how to economize his time.

Letters as Trade Getters

Among the hundred and one different methods and schemes which the resourceful dealer may employ in developing his business there is one at least that is within the reach of everyone in the country.

And that one is letter writing to the customers and probable customers in his vicinity.

There are a good many dealers throughout the country who are situated in places where good newspaper facilities are to be obtained. But a sheet of note paper, an envelope and a postage stamp are within the reach of all.

Effective letters need not be literary in style. The desirable thing is to couch them in language that will interest. And the language that will interest is that which tells in simple words about the particular line of goods which it is desired to sell.

When the average salesman is endeavoring to sell a customer who is standing before him an article of merchandise he does not concern himself about the style in which he shall clothe his words. He is so keen to sell and so full of enthusiasm that he talks in a natural way about the quality of the goods and tries to persuade the customer to come around to his view of the matter.

That is all that is necessary in a business letter in order to make it effective.

The leavening of business is the office of advertising.

Send Out Letters Systematically.

Letter writing to customers should not only be to the point with information about the articles dealt with, but they should be sent out at regular periods.

The first letter may not excite a desire to buy, any more than the first blow of the hammer will drive home a three-inch nail. There must be the continual hammering away.

Before the work is undertaken a list should be compiled of those it is desired to reach. For farmers a separate list might be compiled. The next thing is to decide upon a plan for systematically carrying on the work. A letter should be sent out once a month, at least during particular seasons of the year. But resourceful dealers should find no difficulty in compiling an interesting letter about some line in stock once a month throughout the year.

If it is desired to reach a large number of people it might be found advisable to have the circular printed either in imitation of the typewriter or in ordinary type. But most dealers will find it a good investment to secure a typewriting machine. If they do not want to go to the expense of a new machine they can obtain a second hand one at a moderate figure which can be utilized in spare time for preparing circulars.

There is no question about it, it will pay dealers to send circular letters to a selected list, and to send them systematically.

The design of a vocation is to equip one for greater efficiency in one's vocation.

Brains and Will Power.

Brains are essential in business as well as in other vocations. But brains cannot alone be the determining factor in success or failure.

The world is full of men with brains who are merely hewers of wood and drawers of water.

The great determining factor in success or failure

is will power the measure of a man's determination to carry to a successful issue that which he conceives to be the proper thing to do.

There are many men in business who are as fruitful of ideas as a healthy apple tree is of fruit, but who never bring them to fruition because they fail to exercise the necessary will power.

Backed by the necessary will power nothing can prevent a good business idea being brought to a successful issue.

But a good idea without will power to put it into operation, like a locomotive without steam, is dead.

The uses to which the store window is put reflects the business character of the storekeeper. The clerk who strives for efficiency need never worry about either position or salary.

Where the Personal Element Counts. There is no department of the retail hardware business where the personal element counts for more than in sporting goods. The merchant who takes a big interest in the local hockey and curling clubs and who is a likable man is sure of a much bigger share of the trade in winter sporting goods than the merchant who is not interested in sport or athletics.

It is the fact, too, that when young men form the habit of going to a hardware store for their sporting supplies they soon make a practice of buying other goods there.

The merchant who finds sport distasteful will find it splendid policy to encourage one of his most popular clerks to take a close interest in local sporting affairs, so as to build up the personal element so essential to success in this line.

It may be taken for granted that the hardware dealer who does not keep his store well painted has little or no faith in paint.

Court Suggestions and Advice. No matter how competent a dealer may be it is impossible for him to possess all knowledge appertaining to his business. Even the message boy may offer a suggestion of value which has previously occurred to no one. It pays the merchant, therefore, to court ideas from all sorts and conditions of people. The more the better.

With the members of his own household and store staff he certainly should consult. They can often give him good counsel in regard to the character or quality of the goods he has in stock or that he may contemplate taking into stock. The members of his own family will be able to give him the consumer's viewpoint, which is a very important matter at times.

We have in mind one instance where a business man was strongly counselled by his wife not to purchase a certain line of goods. He refused, however, to be guided by her advice and bought, although, as he afterwards said, he was himself somewhat skeptical as to the advisability of doing so. The result of not acting upon his wife's advice was a heavy loss.

It does not, of course, follow that he should invariably act upon the opinions of others. He who would do so would scarcely be competent to manage a business. He would be more successful as an employee than as an employer. Neither does it follow that he should consult with others on every occasion, either in regard to the goods he shall buy or the methods he shall employ in carrying on his business. All that we suggest is that he do so on special occasions when the opinion or advice of other persons are worth while.

It is no more wise for merchants to live entirely unto themselves in business than it is in domestic life

The difference between men who succeed and men who do not is that the one has the will to do, while the other waits year after year for something to turn up.

Selling Without Idea as to Cost. In spite of all that has been written and said in regard to the selling price of merchandise evidence now and then crops up showing that there are still here and there to be found dealers who seem to think that the invoice price is the cost price. That there is such factors as cost of doing business and freight to be taken into consideration never appears to enter their head.

In one case which recently came under our notice a dealer was selling a certain small article at ten cents. Until the representative of the manufacturer who had sold it to him pointed out that it was really costing him twelve cents and that he should at least get fifteen cents for it the idea that he was losing money upon it never entered his mind. In fact he acknowledged that he had never even looked at the invoice, much more calculating cost or freight.

It costs all the way from 10 to 20 per cent. to do business. In most instances it probably runs from 15 to 17 per cent. But what is one merchant's cost may not be that of another. Each should figure out for himself what his cost of doing business actually is. When he does not know he is basing his selling price on a guess. And when he neither takes into account his cost of doing business or the freight he has paid he is certainly on the high road to bankruptcy.

When advertising doesn't pay it is usually the fault of the advertiser's methods. Poor advertising cannot be expected to produce good results.

Look Closely After Accounts He is a wise business man who is at the moment exercising caution in the giving of credit and in looking closely after the collection of accounts. The condition of the money market demands it.

Although money is not as tight as it was a few months ago, it is still tight enough, and until the factors which are now the cause of the present uncertainty existing in the financial world are removed, not much improvement in the situation is to be expected.

There does not appear to be anything seriously wrong with the money market. The worst that can be said of it is that it is feverish. Nothing would contribute more readily to the removal of this than the dissipation of the uncertainty which prevails regarding the political situation in Europe. With this dissipated the many millions of gold that is now in hiding would be restored to its accustomed channels.

In the meantime the less the business men of Canada have to depend upon the banks for accommodation the better. And the measure of their independence will be largely determined by the closeness with which they look after the collection of their accounts.

It is easy to run into debt, but hard work to walk out.



Group of parliamentary and departmental buildings at Ottawa.

Preparing for Hardware Exhibition and Convention at Ottawa

Exhibitors' Association plan for largest gathering of Hardwaremen in Canada—Secretary Tobin the man of the hour—Has splendid programme under way—Interesting and instructive features—Social and amusement side—Something doing for ladies all Hardware Week

The members of the Canadian Hardware Manufacturers' Exhibitors' Association are already making plans for the Ottawa Exhibition, to be held in connection with the conventions of the Ontario Retail Hardware and Stove Dealers, and Quebec Retail Hardware Associations during the week of February 16 to 21, 1914. This exhibition at Ottawa will occupy much larger quarters than ever before used for a display of this kind in Canada, and if we are able to judge from reports, larger than has been undertaken at the conventions held in United States, where these convention exhibitions have been a prominent feature for some years.

The arrangement of the floor plans will differ from the Hamilton exhibition in some particulars. The center aisles will run across the building, instead of lengthwise, which will make seven center sections of booths, instead of four. To provide for the extra space required, a second building, adjoining the main building, must be used by all visiting dealers, in passing to and from the convention hall, or the dining-room. The exhibits there will thus be immediately under their attention.

A dining-room in connection with the exhibition is a new feature. It is the intention to provide a first class mid-day meal in the exhibition building which will enable visitors and exhibitors to dine near at hand, and avoid the necessity of a trip to hotels.

Almost Every Exhibition Space Taken

Secretary F. M. Tobin, of the Exhibitors' Association, reported a month ago that from the indications expressed then by members of that association, about 95 booths had been spoken for. Since that time practically all the exhibition spaces remaining had been sold.

Special railroad rates, special hotel rates, and special hardware trains from Toronto and Montreal have been provided for, and particulars will be given from time to time in regard to these in future issues of Canadian Hardware, Stove and Paint Journal. In general, the convention rates to Ottawa will be single fare from any point in Canada; while for $5 additional deposited with either Secretary F. M. Tobin, of the Exhibitors' Association, at Woodstock, Ont., or Secretary W. Wrigley, of the Retail Hardware Association, 32 Colborne Street, Toronto, accommodation will be reserved for five days, European plan, at either Chateau Laurier or the New Russell Hotel, Ottawa's two best hostelries.

The main exhibition building at Howick Hall, where the displays will be made, is 200 x 140 feet, and off this is the annex 100 x 40 feet, providing accommodation for 140 booths. The convention hall will seat 500. Besides these, and in addition to the large dining-room, are lounging and smoking rooms for the men and a cosy and home-like rest room for the ladies. In fact, special provision is being made for the ladies attending this next convention, and it is the first time they will enter so largely into the program of arrangements.

Ladies' Entertainment Provided For.

In addition to the ladies' rest room at the convention and exhibition hall, a maid will be in charge there to look after them and cater to their wants. The women folk, too, will figure largely in the social and amusement arrangements, special features being added to the daily doings for their own particular benefit.

The mid-day lunch will be an important function in every day's program. Besides the good things provided in the way of eatables, there will be some prominent speaker present every day to discuss questions on live topics. Secretary Tobin is arranging for this feature at present, and he has hopes that both Premier Borden and Sir Wilfrid Laurier will be two of the speakers. The other orators will be equally distinguished in their own field.

The illustrated lectures which have proved so popular in previous years will find a place in the program at the 1914 exhibition and convention. These lectures will be both educative and interesting. They will also help live dealers to know more about the goods they are handling, thus helping them in making sales. Smoking may be indulged in at these lectures, which should be welcome news for devotees of the weed.

The elaborate exhibit of the Grand Trunk Railway in the exhibition hall is arousing interest; but splendid as this will be, the displays of the manufacturers will be equally fine, and they will have the advantage of being not only picturesque and interesting, but educative and helpful.

Exhibition Missionary in the West

Past-President A. A. Bittues, of the Exhibitors' Association, who is at present in the West, having gone to Vancouver and other Pacific Coast points in the interest of the Gillette Safety Razor Co., of Canada, of which he is managing director, is very optimistic about the Ottawa exhibition and convention. He expects to see 1,200 retail hardwaremen at this joint gathering. Most of these, of course, will come from Ontario and Quebec, but he is glad to know that the West will be represented also. He is doing missionary work for the Ottawa exhibition in connection with his own work in the West.

Secretary Tobin has had rubber stamps and electro-

types made of the Exhibitors' Association crest for the use of members in their advertising and on their stationery. These will be supplied by him to those wishing to have them. This advertising stunt should help largely in bringing and keeping before the trade the Ottawa exhibition and convention and thus be of assistance in getting a large attendance at the 1914 exhibition.

The foregoing is but a brief generalization of the good things already promised and provided for by the hard-working secretary of the Exhibitors' Association. The 1914 exhibition and convention is yet eight months away, but it speaks volumes for Mr. Tobin that he has



C. H. M. E. A. Crest used by members on their stationery and in their advertising.

accomplished in the past four months so much good work and been able to arrange so many unique and pleasant features in addition to the regular details of the work-a-day program.

How Evenings will be Spent

Below is a tentative program of some of the social and amusement features already provided for the evenings of Hardware Week, February 16 to 21, 1914, at Ottawa:

Monday Evening Informal reception of members of both associations and visitors at Chateau Laurier.

Tuesday Evening—Visit to Parliament. The galleries of the House of Commons will be reserved for visiting hardwaremen and ladies. A collation will be served afterward at Chateau Laurier.

Wednesday Evening—Meetings of Exhibitors' and Retailers' Association. Theatre party for ladies.

Thursday Evening—Visit to vaudeville theatre. Entire house will be reserved this night for those attending convention and exhibition.

Friday Evening—Open.

A GOOD SENSE IN ADVERTISING.

Advertising is no new idea, for it is as old as history itself, and while to-day it is the most dynamic force in the world of commerce it seems to be an art yet to be discovered by some people—that is, the practical application of it.

Don't overlook the fact that there is just such a vital thing as tact in the advertisement, which is but little more than a salesman in the printed word. The tactful advertisement or advertising campaign is one which carefully conforms to the habits of thought, methods of living, and characteristics of the people who will read the advertising.

How properly to approach your prospective customers, not only over the counter, but through the pages of your daily paper or weekly periodicals, by words and pictures, is one of the most important problems in your advertising.

Accounting That Really Accounts*

By W. H. Stapanek

[This is the second article in W. H. Stapanek's course of hardware counting that really accounts, the first article having appeared in the June issue of Canadian Hardware, Stove & Paint Journal.]

Second Step—Sales Book, Fig. 2

A book for this purpose can be bought at any store where blank books are sold. Sales book Fig. 2 differs from the ordinary sales book in that four columns are used, though the book need not be ruled in four columns. The first column is used for extending the character cost mark, indicated by letter A; the second, or column B, for indicating the department. (The use of column B will be explained in the third or last installment of the system.) The third, or column C, is used for extending the total cost in figures; the fourth, or column D, for extending the total selling price. It is desirable to have one of the members of the firm, or the manager, do the work of carrying the cost from the characters to that of the totals in figures, as this will enable him to see whether the clerks are getting the full selling price or are cutting prices. This will only consume fifteen to thirty minutes each morning, after the bookkeeper has entered up the work of the previous day.

It is not necessary to enter the sales slips into the sales book in ink; a hard pencil will answer the purpose just as well, and is much easier and quicker for the bookkeeper. If a slip is missing it will be discovered. When a sale is made the amount should always be entered on the inside cover of the sales slip pad where space is provided. This entry of the amount should enable the salesman to recall the transaction, and if it is a charge sale it will not be lost.

In order to make the use of this sales book entirely clear, let us follow two actual transactions: For instance, Mr. Smith purchased from Salesman No. 1, for cash, 1 box of tacks, and 38 square feet of screen wire—total 73 cents. Take each item on the sales slip, Fig. 1, enter the cost of same in characters as well as the selling price in figures, place the duplicate, as shown in Fig. 1, on file, and give the original to Mr. Smith. The credit customer, Mr. McCarthy, buys a range to be charged to his account. Write the name and address, and also enter a description of the stove on the sales slip. Then mark "Charged," which will identify the transaction as a credit sale.

All the information necessary properly and intelligently to use this sales book Fig. 2, can be obtained by studying the illustrations presented, which are an exact copy of one day's business.

If you are using the cashier system or one-drawer cash register, with only one spindle for all clerks, the first step in the morning will be to assort your sales slips, putting the slips in separate piles for each salesman, then separate cash slips from charge slips, seeing first that no slips are missing, and you are then ready to enter sales slips as illustrated in Fig. 2 to Fig. 2c, inclusive. After all slips are entered, condense or recapitulate the daily sales, as shown in Fig. 2c.

The sales book will enable you to know profits every day, week, month or year, if desired, the profits of each salesman as well. This sales book in itself will not only save the merchant money, but will put him in touch with many of the details of his business every day—not once a year. Sales book Fig. 2 to Fig. 2c, inclusive, shows one day's business properly entered, with a recapitulation.

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SALES BOOK

Dept. 30 1912

			A	B Dept No		C		D
Cash Sales								
Salesman #1	37	tacks	B	4		02		05
		38 sq. ft. w cloth	ZA	18		46		68
	40	tin pail	CZ	4		14		20
	41	2# shot	NL	15		08		25
	42	inner tube	NLB	13		92	1	10
	43	toe clips	NB	13		30		30
	45	1 bit	AL	2		67		80
		screws	NC	1		10		15
	46	1 keg 8d com.	BSN	1	2	50	2	75
	48	3 lg. Vic. needles	BN	4		09		25
	49	fish pole	Z	15		05		10
		screw eyes	B	1		02		05
	50	screen paint	ZC	4		11		20
	3	fish line	LN	15		09		15
		sinkers	B	15		03		05
	4	1 boiler	AL	4		65		95
	5	32 blanks	LR	15		23		35
	6	paint brush	ZC	4		13		35
	9	oil stove	LZC	6	5	65	7	75
	10	gilette blades	RL	3		40		50
	11	gem blades	BD	3		27		30
	12	lawn spray	LB	11		52		85
	13	22 short	ZL	15		10		15
		38 short	ZD	15		18		25
	14	sew. machine needles	LS	7		05		10
	15	500 - 22 short	NCX	15	1	00	1	10
	16	puncture	#830	19		03		35
	17	grass shears	ZS	2		15		25
	19	gillette blades	NR	3		39		50
	20	hammock	BNX	15	2	00	2	50
	1	#ropes	BN	18		20		25
		Total			17	63	23	58
Charge Sales								
Salesman #1	38	68-20 noble & high clo. Res.	YBLN	9	45	00	59	00
	39	carbide	ZS	13		15		25
	44	repair	#827	19	2	60	3	75
	47	padlock	BX	1		22		35
	1	50 ft. hose	AXN	11	6	00	8	00
	2	dif. on saddle	AN	13		60	1	00
	7	hose connection	NA	11		09		15
		2 couplings	B	11		06		10
	8	35 ft. hose	L½	11	2	65	4	00
		nozzle	BA	11		27		45
	18	rasp	ZC	1		21		25
		Total			57	85	77	50

FIG. 2. SALES BOOK

SALES BOOK

Dept. 30, 1912 – Continued

	Sales Slip No.		A	B Dept No		C		D
Cash Sales Salesman #2	16	shells	ZS	15		52		75
	17	Eaton sprinkler	ZJ	11		55		85
	18	rule	LJ	2		19		30
	19	Columbia record	NAG	14	1	15	1	50
	20	line	Z	15		05		10
		½ doz. hooks	B	15		02		05
	22	K. K. blades	CZ	3		19		25
	23	net	JD	15		80	1	25
		sinkers	B	15		02		05
	24	soap	J	3		04		05
	25	3 pkg. tacks	B	4		06		15
		hammer	Y	2		07		10
		Total			3	66	5	40
Charge Sales Salesman #2	21	spring for automatic gun	OZ	19		38		50
Cash Sales		Total				38		50
Salesman #3	18	12 edison records	BV	14	2	52	4	20
	19	tape	B	13		02		05
	20	carpet beater	CX	4		12		25
	21	4 edison records	XC	14		84	1	40
Cash Sales		Total			3	50	5	90
Salesman #4	42	1 funnel	B	4		02		05
	43	fish line	L	15		05		10
	44	ender razor	DV	3		70	1	00
	45	nails	O	1		03		05
	46	screen wire	Z	18		05		08
	47	pack phona	#819	19		05		50
	48	staples	CV	1		16		25
	49	screen wire	R	18		09		15
	50	key ring	B	15		02		05
	1	sharpen saw	#818	19		02		25
	2	tape	B	13		02		05
	3	cement	B	13		02		05
	4	line	Z	15		05		10
	7	75 feet hose	ZLZ	11	5	75	9	00
	8	kettle	CV	13		16		30
	9	globe	R	4		09		15
	11	puncture	#828	19		03		35
	12	2 files	D	1		14		20
	13	gas wrench	VE	2		60	1	00
		pliers	BL	2		27		50
		hammer	XZ	2		45		70
		screw driver	CZ	2		12		20
	14	enamel	CJ	13		11		20
		Carried forward			9	02	15	28

FIG. 2 A SALES BOOK

SALES BOOK

Sept. 30 1912 - Continued

	Sales Slip No.		A	B Dept No.	C		D	
		amount forward		9	02	15	28	
	15	brass polish	R	4	08		10	
	16	tape	B	13	02		05	
	17	minnow seine	JD	15	80	1	00	
	18	tape	B	13	02		05	
	19	screen door hinge	D	1	08		15	
	20	rim cement	V	13	04		10	
	21	tape	CV	13	10		25	
		cement	J	13	04		10	
Charge Sales		Total			10 18	17	08	
Salesman # 4	5	1 excelsior bicycle	3200		00		00	
		by old wheel	800	12	14 00	24	00	
	6	50 ft. hose	JZ	11	3 75	6	00	
	10	revolver	JBZ	16	3 25	4	75	
Cash Sales		Total			21 00	34	75	
Salesman # 5	32	old awning	ZXN	4	1 00	2	00	
	33	oil	J	13	03		10	
	36	repair	#812	19	40	1	40	
	37	repair	#823	19	03		35	
	38	rim cement	V	13	04		10	
		inner tube	NLV	13	92	1	25	
		tack	NJ	4	18		35	
	40	repair	#824	19	03		35	
	41	screen paint	ZB	4	18		30	
	47	brace	XZ	2	09		25	
	49	fish line	XV	15	07		25	
		fish pole tip	J	15	03		10	
		Total			3 00	6	80	
Charge Sales								
Salesman # 5	33	oil	V	13	04		10	
	34	repair	#820	9	05		25	
	35	6½ lbs. 20° nails	B½	1	16		25	
		2½ lbs. 8 nails	B½	1	06		10	
	39	Htfd #77 tire	#822	19	3 20	5	00	
		repair brake	BZ	19	25		50	
	42	oil stove	ZVZ	6	5 65	8	00	
	43	Excelsior bicycle	#50401 CZVD	12	17 50	32	00	
		1 pr. toe clips	CB	13	12		25	
	44	10 suits	JVBZ	15	37 50	48	00	
	45	1 hammock	JVB	15	3 75	5	50	
		2 hammock hooks	B	15	10		20	
	46	1 gas plate	BZA	6	2 50	4	50	
		1 gas tube	JL	6	37		60	
	48	12 edison record	BZL	14	2 57	4	20	
		Carried forward			73 82	109	45	

FIG. 2.—SALES BOOK

SALES BOOK

Sept. 30. 1912 - Continued

	Sales Slip No.		A	B Dept No.	C		D	
		amount forward		73	82	109	45
		9 amberal records	BN	14	2	70	4	50
	50	50 ft. hose	JZL	11	3	75	6	00
		nozzle	BL	11		27		50
Cash Sales					80	54	120	45
Salesman #6	35	butter knife	CZ	3		18		35
	38	edison records	BJ	14		21		35
	39	bicycle basket	BX	13		22		45
	40	repair reproducer	#182	14		00		75
	41	basket	BZB	4	1	21	2	00
	42	tennis balls	JL	15		74	1	00
	43	3 edison records	BJ	14		63	1	05
	44	1 edison record	BJ	14		21		35
	45	1 edison record	BJ	14		21		35
	46	4 edison records	OV	14		84	1	40
	47	1 amberal record	JL	14		30		50
	48	pie plates	VX	4		11		25
Charge Sales		Total			4	86	8	80
Salesman #6	36	puncture.	#821	19		03		35
	37	2 victor records	VZ	14		84	1	20
		2 D.F. records	SV	14	1	10	1	50
		Total			1	97	3	05
Cash sales	32	16 ft. oar	J	15	1	44	2	00
Salesman #7		1 padlock	SV	1		15		25
		set oar locks	SO	15		16		25
	33	hardware twine	O	1		06		10
	34	1 bx. 38 blanks	BV	15		29		45
	35	tire tape	B	13		02		05
	36	1 can enamel	SV	13		11		20
	37	1 revolver	OCS	16	3	10	4	75
		1 bx. 32 blanks	BL	15		23		35
		1 foot ball	OJ	15		87	1	25
	38	can enamel	SV	13		11		20
	39	mouse trap	S½	4		02		05
	40	1 bx. shot-gun shells	VO	15		43		55
		Total			6	99	10	45

Recapitulation of Day's Sales.

	No of Sales	Cash Sales	Charge Sales	Total Sales
Clerk No 1	34	23.58	77.30	100 88
2	10	5.40	.50	5.90
3	4	5.90	.00	5 90
4	30	17.08	34.75	51.83
5	19	6.80	120.45	127.25
6	14	8.80	3.05	11.85
7	9	10.45	00	10.45
	120	78.01	236.05	314 06

Cost of Goods	211. 56
Sale of Goods	314. 06
Profit	102 50

FIG 2. SALES BOOK

Simple Method of Making Small Show Cards

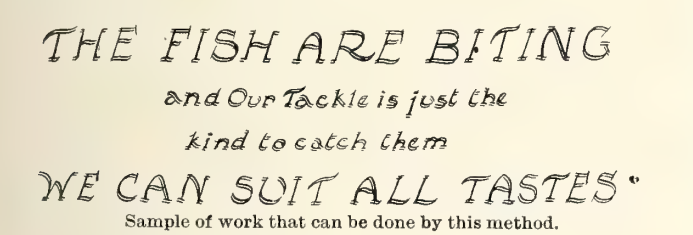
How any Dealer or Clerk can Produce Neat and Attractive Show Cards for Counter and Window Use

By C. H. RALPH
Of The Canadian Hardware, Stove & Paint Journal Ad. Service Department

A simple method is presented whereby any clerk or dealer—even the total amateur at card writing—will find it possible to make small yet effective show cards with little trouble and small expense.

This method is well worth the attention of every dealer, especially those who have been neglecting this means of directing attention to their goods and increasing sales. If any dealer cannot conveniently secure this particular kind of pen for doing this work, if he will drop a card to Canadian Hardware, Stove and Paint Journal he will be provided with them free of charge by this paper. We make this offer because we feel that show cards are a valuable aid in selling goods, and if we can be of any assistance to the dealers of Canada in increasing their business, we wish to do so. Address, Canadian Hardware, Stove and Paint Journal, 32 Colborne St., Toronto.

IT is now generally agreed that show and price cards are of material assistance in selling goods. Every dealer who has made use of them to any extent is high in his praise of their value. They serve to direct attention to those lines to which particular emphasis is desired to be given. Their selling power is demonstrated in the store every day by actual sales.



Sample of work that can be done by this method.

Many Hardwaremen Cannot Write Showcards.

In spite of the general recognition of their value, it is surprising how few hardwaremen use them as much as they should be used. Probably the reason for this lies in the fact that there are many dealers and clerks unable to write a show card—that is, a show card that is neat and effective and such as a dealer in high class goods would wish to place in his window or on his counter. He feels that a show card would be well, but at the same time that a poor one would detract from the high class appearance he wishes to give to his goods. We have all seen unsightly show cards in stores that at once gave us the impression that the goods were of a "bargain" nature. The dealer in high class goods does not wish to give customers this impression

Simple Way to Make Small Show Cards.

For this reason it is well that every dealer or clerk who has charge of the decorating of the store and window should learn show card writing He will be well repaid for the time spent in acquiring this gift, in the greater sales producing effect his displays will have. The fact remains, however, that there are many dealers and clerks who do not know how to use the brush in producing show cards, and it is for them that this simple method of making effective small cards for use in the window and on the counter is given. It will allow even the purely amateur to turn out a small yet neat card that will not detract from a high class display and which will sell goods. It will also be found of value by the experienced card writer when he wants something neat and dainty which is to be used at close range.

Expense is Very Small.

Another favorable feature about the method is that the expense is small—a decided trifle. The cost is about equal to that of an outfit for writing an ordinary letter and, therefore, within the reach of everyone. The only difference from the ordinary writing pen is that the pen point or nib has a double point —the double ruling pen used by bookkeepers. They do not cost much more than the ordinary good pen point.

Some Hints on the Work.

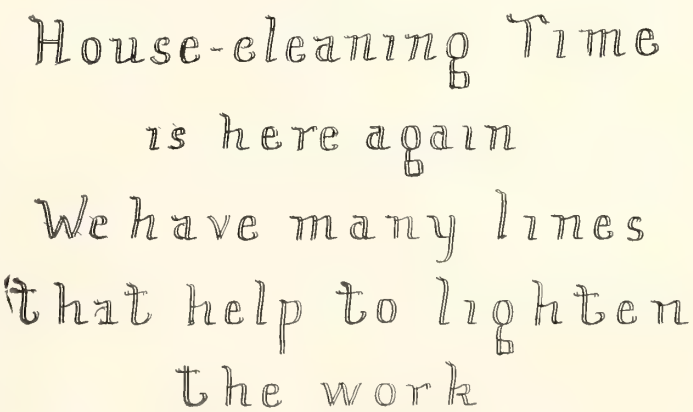
Some samples of the work done with this pen is reproduced on this page, showing the neat and effective work that can be done. In order to get the letters of uniform size it is well to rule lines as a guide. This can be done lightly with lead pencil, and will not show when the card has been finished. The pen should be kept clean so that it will not blot, and thus blur out the double line effect that gives the good appearance to the card. Spacing — getting the letters the right distance apart — is important in this as well as other kinds of show card work, but can be done well even by the beginner by exercising care and judgment.

Stick to Plain Lettering at First.

The amateur would do well to stick to plain lettering at first. Unnecessary flourishes should be avoided. You do not want the customer to give all his attention to the artistic beauty of the card and take no notice of what is written on it. The mission of the show card is to draw attention to the goods and create a desire for them. As he becomes more experienced, however, in the use of the pen, he will be able to turn more to fancy lettering as well as fancy designs for borders, etc. It is well to try to develop a free movement, although this may be somewhat difficult for the beginner on the start. The pen should be held just slightly to one side, and held quite firmly.

Practice Will Produce Effective Cards.

The dealer and his clerks will thus find it possible



Sample of work done by a total amateur, giving an idea of possibilities of method.

to turn out effective small show cards. There may be some who may not be so skilled on the start as others, but in most cases a little practice will allow them to produce cards which they need have no hesitation in placing on a display of high class goods. As in everything else, practice will improve, and the ambitious clerk would do well to give some practice to this work.

Of course, it is obvious that these cards, on account of their size, are only serviceable at a limited range. It is not meant that this should take the place of the brush method, but as pointed out before, many dealers cannot use the brush to advantage, and until they acquire that art this simple method will allow them to turn out a show card that will show up well on counter and in window, and prove a valuable selling agent.

LOCAL MERCHANTS' CLUBS.

Every town and village, even if it does not have more than a half dozen merchants in it, should have a commercial club, remarks a writer in Home Coming. There is always something that even a few merchants working together can do to improve local conditions, the effect of which must sooner or later work to the benefit of the merchants themselves. Such a club is a business proposition and should be regarded primarily as such. We know there are many which have had their rise and fall; such a record is usually the result of the way in which a club is managed. Some have attempted to walk while they were still sporting three cornered wearing apparel, so to speak, and disappointment over the result of their efforts has led to their undoing; other organizations have degenerated into glorified card clubs, and thus losing sight of their main object, have proven unsatisfactory. Others have lost out, through allowing themselves to be dominated by a local political machine. Such things are to be avoided. Business must be the prime motive. It is all right to go after industries, but there are plenty of other things upon which the energies of a commercial club can be centered to good advantage. There is the credit information feature, which, if properly worked out, will save its members hundreds of dollars every year that would otherwise be lost in dead-beat accounts. There are local improvements to be made. Some clubs are pushing prospects which will add to the comfort and convenience of those who come to town to trade, such as rest rooms, shelter and water facilities for the farmers' teams, good roads, etc.

Entertainment features are receiving attention also, and clubs are instituting band concerts, street fairs, old home weeks, etc. Some clubs are holding occasional smokers and luncheons to which the farmers are invited. They are given to understand that they have a part in community development, and that they are business men as well as are the merchants. They are treated like brother business men, and the reports are that this is a splendid means for building up friendly relations between merchants and farmers.

There are lines of demarcation, partly social in character, between town and country which should not exist. In hundreds of communities the farmer feels that so far as the town is concerned he is a rank outsider, and the only interest the town has in him is his money. From such a standpoint there is little to hold him, and he feels free to trade where he pleases. In contradistinction to the attitude of the merchants of such towns there is the mail order house which is tireless in its protestations of friendship and interest in the welfare of the farmer. Is it any wonder that the small towns are losing their trade? Not every town can secure industries. A great many must depend principally on country trade; right here a commercial club is in place to cultivate friendly relations which go hand in hand with good prices and service.

As we said in the beginning, the commercial club is a business proposition and will respond profitably like any other business enterprise, to sound methods and resolute effort.

FIGHT AGAINST CATALOGUE HOUSE

The Luther Grinder Mfg. Co., Milwaukee, have instituted suit against Montgomery, Ward & Co., Chicago, for $50,000 damage for using illustrations of Luther grinders in their mail order catalogue. The Luther Grinder Co. state they do not sell catalogue houses, and that the Chicago firm in using their illustrations have created the impression among the hardware trade that they do sell Montgomery, Ward & Co.

The Luther Grinder people have also instituted suits against the Milwaukee Grinder and Specialties Co. and the U. S. Grinder Mfg. Co. for infringements of patents.

To Mr. and Mrs. E. H. Gurney, 189 Madison Avenue, a daughter, was the interesting announcement in the Toronto daily papers in the late days of June concerning the popular sales manager of the Gurney Foundry Co., Toronto.

"YOU CAN'T BEAT CIVILITY."

THESE are words which ought to be lettered in gold or illumined with fire, and hung in every office, shop, factory, corporation and institution in the world. They ought to be a motto for 1913, 1914, 1915 and so on to the end of time.

They were uttered in a flash of inspiration by a man in London whose business is the selling of licensed properties. He was explaining why foreigners—Frenchmen and Italians in particular—are ousting Englishmen in the management and ownership of British hotels and restaurants. "The Englishman can't bow and scrape like the foreigner," said—I've forgotten his name. And then with an intensity which I recall to this day, he exclaimed: "You can't beat civility!"

Think out for yourself the significance and truth of this bit of wisdom. Then apply it in your own case. When you are tempted to be "smart," sneering, ungracious, rude, short, surly, rough, truculent, remember that "you can't beat civility" in your choice of a weapon of offence and defence. It is as oil on troubled waters. It is the sun which thaws out the frost in others. It is the check on hasty tempers. It is the solvent of resistance. If you are the one canvassed, be civil. When you grow hot under injustice, rough treatment, discourtesy or malice, remember that the exercise of civility will win you more triumphs than explosions of wrath, or acts of retaliation. Think it out. Test the aphorism. Practise its implied behest. And if you find the words and the message good, pass them on.

—John C. Kirkwood.

Business and Store Management

MANY GOODS NOT CHARGED FOR.

By W. J. Carter, Picton

Losses sustained by retailers through neglect of themselves and their clerks to charge up goods must total to an enormous amount. In that regard we think we look closer after our business than most of the trade, and our system is that every clerk has to keep tab of every lot of goods that goes out, whether he makes the sale or not. If the clerk who made the sale is not on hand when the goods are taken, if the clerk seeing them go out is waiting on a customer and not able to leave to see whether they are marked paid or charged, he immediately jots the customer's name down on a slip, and makes inquiry regarding same as soon as the clerk who made the sale returns. And it is just one constant checking of one another from morning until night. Of course, it is understood the clerks are to watch the proprietor just as close as he watches them, and check him up just as hard, and I must admit it is rarely he catches them napping, while on the other hand he is caught quite often himself. By this system we know our losses are practically nothing, whereas before adopting it they were quite heavy.

Another loss we cut out some two years ago was that sustained by drawing oils in a dark basement, which in time alone, say nothing of the waste of oil, amounted to a nice item. Now we have a battery of eight Bowser self-measuring oil pumps installed on our shop floor, and the delight we have experienced in their use is past description.

POSSIBILITIES IN SHEET METAL GOODS.

There is a mistaken idea prevailing in some localities about the method of selling metal roofing, conductor pipe, eaves trough, ridge roll, steel ceiling, etc., writes a sheet meal worker in American Artisan. Hardware dealers generally are anxious to learn of new buildings or remodeling because this means new business, but it is surprising how few know the cost or points of merit of various styles of the standard sheet metal products. Possibly the manufacturer has not kept up with the dealer in this readjustment of conditions as he should have. To-day the salesman for a jobbing house carries a catalogue that is larger than the old family Bible and he has about the same amount of time to give to each of the different subjects worthy of attention, consequently some items are not forcibly presented.

Conditions have changed in the sheet metal line and the turn is for better rather than worse. A few years ago, a large portion of the sheet metal work was left to the contractor, the carpenter, the slater or roofer. In this day of discerning credit managers, the jobbers and manufacturers are trying to promote and encourage the sale of their products through established dealers who are business men both in buying and in selling goods. The importance of the dealer and the advisability of co-operating with him are two subjects which sheet metal manufacturers are trying to impress on their salesmen.

There are better opportunities to-day to sell sheet metal products than ever before and the manufacturers and jobbers are paying more attention to the marketing of styles of roofing, conductor pipe, etc., than can be applied by any ordinary mechanic. This is a step in the right direction. If a hardware dealer can carry a stock of the different sheet metal goods and is in position to run a tinshop in connection with his store the situation is ideal, but it is possible to sell large quantities of standard sheet metal products without either a tinner or a large stock of goods.

Take corrugated or v-crimped roofing as an example. Any farmer can lay this style of roofing. It can be sold just as easily as any other item of hardware and it pays the dealer a good profit. The farmer who wishes to buy a roof for his barn or shed or some



The smiling one on the left: "Your bird is a tall one, but he's all bone and feathers. You'll have to change the feed to fatten him.

roofing and eaves trough for his house, has no definite idea of the cost of this class of material. He may have heard someone say that cedar shingles cost $4.50 per thousand and with the labor to apply would mean over $6.50 per square. A metal roofing is much more economical to apply, more durable, lightning and fireproof to a certain extent and costs about one-third less.

NEW MATERIAL FOR HOUSES.

J. W. Peacock, hardware retailer, Queen St. West, Toronto, goes camping every summer. Last summer he intended following his usual custom, but the thought struck him that he might be able to build a portable house. He thought the matter over and instead of following the usual custom of having a tent, he built a portable house of "Ceilboard," made by the Phillip Carey Manufacturing Co. This was the first time a stunt of this kind had been tried with this product and, as a result, Mr. Peacock sold a large quantity.

CASH DISCOUNTS AND INVOICE PRICE.

By an Old Retailer

Cash discounts should not be deducted from invoice price before applying the cost of doing business; to do this would cause the dealer to lose the cash discount—provided he add the same net profit. If the dealer's expense account includes all the real expense of his business, then interest is charged in this account for all money invested and all money borrowed, and it is this money that enables the dealer to secure the cash discounts. The fact that the dealer creates an expense to secure money to take his discounts is proof that the cash discount should protect this expense, and the dealer who deducts the cash discount before applying the



An advertisement that was used by W. A. Hughes & Co. in connection with a special "Twenty-five Cent sale" which they ran. A sale of this kind is timely after stock-taking, affording as it does an opportunity of running off a good many odds and ends. The original of the advertisement herewith reproduced was 3¾ x 7.

cost of doing business loses the discount. The cost of doing business cannot be measured entirely by the total amount of the expense account. Many times dealers do certain things in business that does not cause them to add anything to their expense account in dollars and cents, but it does cause them much extra expense. The dealer who is not prepared to give good service to the trade; the dealer who does not study the line of goods he sells; the dealer who does not place quality above price; the dealer who is continually changing, selling one make of goods this year and another next; the dealer who sacrifices his profit to secure a greater volume of business; the dealer who sells goods all year without checking his sales and stock against goods on hand and from inventory and goods received during the year, then he may discover goods delivered without settlement; the dealer who neglects to take his cash discounts, even if he has to borrow the money; the dealer who neglects to make a demand for settlement of note and account when due; the dealer who is not able to meet his customers with a smile, no matter what his own troubles may be, all add to their cost of doing business.

DO IT TO-DAY—TO-MORROW NEVER COMES.

Do not let "Do it to-morrow" stand between you and success, remarks N. C. R. Weekly. If it is a barrier across your path, it is your excuse for not accomplishing all that you should have done to-day.

"Do it to-day" is the key which will enable you to pass this barrier and continue on to success.

Each day in every man's life brings forth its share of duties to be performed, and the man who progresses starts a new day each morning. He sees to it that everything is done right and at the proper time—he leaves nothing undone; and, consequently, does not fail to take advantage of every opportunity which will enable him to succeed. He does not put off getting business until later on—does not lose sight of the fact that time is valuable—but keeps adding points to his record every day.

It is much easier to put aside and plan for a most strenuous day of work to-morrow. It takes so very little effort to convince oneself that there will be plenty of time later on in which to do these things.

To-morrow! What wonderful opportunities it holds forth—why worry about to-day!

But to-morrow never comes. It is a mirage—a delusion, which entices the unwary and inexperienced into habits which lead to failure and destruction.

To-day is the to-morrow for which you hoped so much yesterday.

Each succeeding hour is another opportunity to make good—another chance to profit by previous experience and make up any shortage which may exist in your record.

The key which unlocks the gate of "Do it To-morrow" is in your possession. Whether you look through the gate toward Success, or go through to Success, is a matter which lies entirely with yourself.

Do it to-day!

PLACARDS AND SIGNS.

A well-lettered and prominently displayed hint to consumers, costing a fraction of a cent., can sell as many, if not more goods than a salesman paid ten to fifteen dollars a week.

It is no trick to take a piece of white tea paper, and with a camel's-hair brush, a teaspoonful of bluing, letter a sign. If you have no knack in that direction, copy some style of letter and figures. A little practice will make one quite proficient in that way.

Some one about the store or some schoolboy can be secured to do very creditable work, so that these little dodgers, tacked on the shelves, placed on wall or window pane, will be silent yet suggestive workers for trade.

Are you marching or marking time?—it takes about the same amount of motion, so don't judge by that.

Window and Newspaper Advertising

CARING FOR THE WINDOW IN SMALL TOWNS.

Unless windows are clean inside and out, top, sides and floor, efforts at display will be mostly wasted, even in the hardware store. A clean window in itself attracts. A dirty window gives the impression of a dirty store and for this there can be no excuse.

In this connection we will call attention to an unfortunate condition which confronts many country merchants. Somehow or other their store is selected as a sort of gathering place for friends. In winter they gather within the store around the stove, but in summer it is usually the custom to line up along the window front, oftentimes completely shutting off any view of the goods within. This also makes it necessary for a woman customer to run sort of a gauntlet in order to enter the store. It isn't right. The store front should be clear as well as clean. No woman can be blamed for not trading at a store which permits this nuisance.

It is hard to tell just how to remedy this evil. It would not do for the merchant to create hard feelings, but, if it were our store, we believe we would put a rail or rod along the window front and a spiked strip on that so that no one would care to rest there. Then place a bench on the outer edge of the wall or at the side of the building and thus keep loungers from the front. Once in a while we find a merchant who is brave enough to put the matter up to the crowd in a quiet, businesslike way, telling them, candidly, that the welfare of his business demands he keep his store front clear. We would not advise this method unless a merchant could feel sure of his ability to handle the matter tactfully. If you have this trouble, find some way at once to overcome it.

It pays the hardwareman to cater to the woman trade, and even if yours is the only store in the village make it a pleasant place for those who give you the bulk of business.

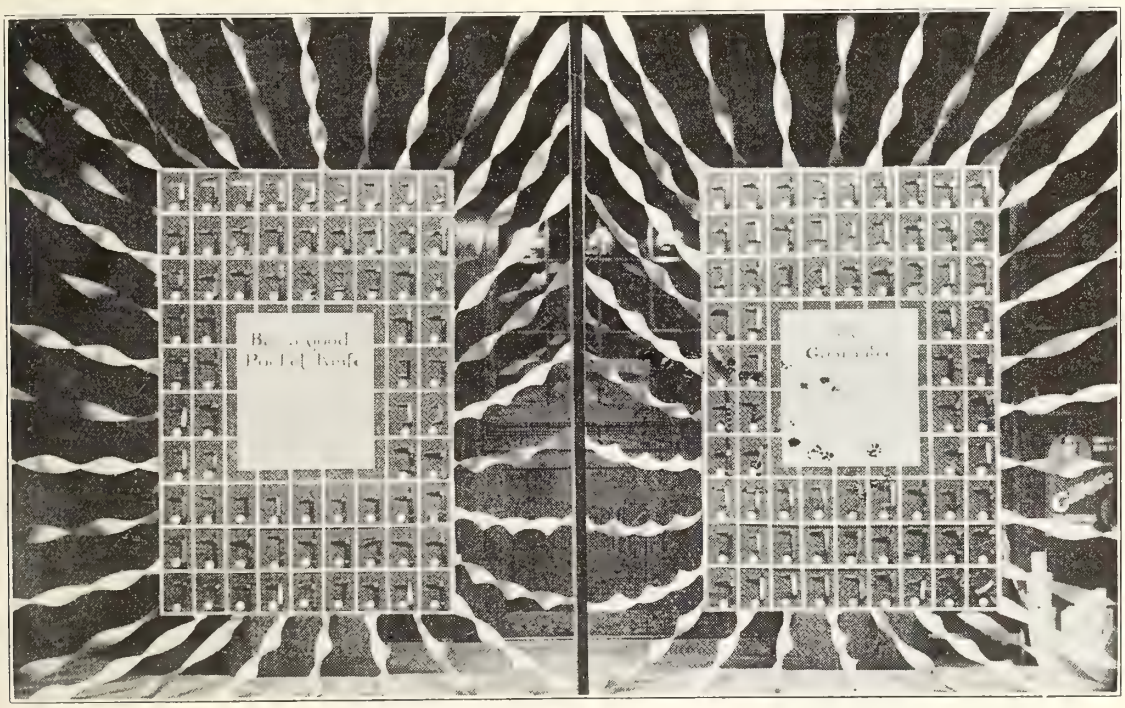
A NOVEL WINDOW DISPLAY.

Gerry Bros., Fort William, Ont., had a very novel window display that drew the crowds in such large numbers that the policemen on several occasions had to move them on from in front of the window on account of obstructing the traffic.

The big attraction and drawing features of the window were two small bear cubs. These kept the crowds amused almost by the hour by their wrestling and fighting bouts. There was also a young crocodile in the window

To make the best of the crowds that gathered in front of his window to see the bear cubs, Mr. Gerry decorated the inner walls of the window with large, nicely written posters, drawing the attention of the crowds to the various lines they were carrying in the store.

As the exhibition lasted nearly a month he changed these posters every few days. The business of the firm, he states, was greatly increased during the exhibition.



A simple, yet effective, display of pocket knives. This consists mainly of two boards 4 x 6 ft. divided into oblongs.

WINDOW AND PRICE CARDS.

Window cards are of much importance to most displays. With them attention is called to new pieces of merchandise, special sales, special offers, new lines,

part descriptions and, in fact, they can make a window virtually talk.

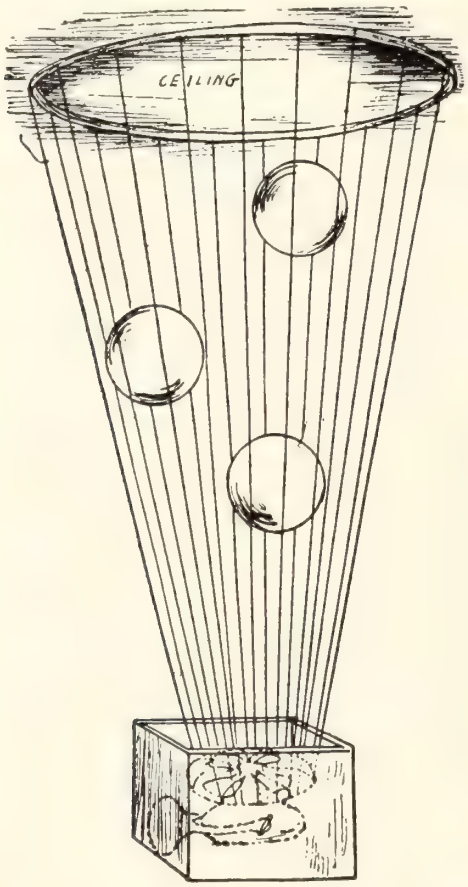
Price cards, generally speaking, are just as important, although care should be exercised in using them on high-priced merchandise. It is quite impossible to display all the selling arguments, together with each article in the window. An article high-priced may frighten your prospective customer away; while otherwise you may have landed him with a few convincing arguments had he not seen the price previously.—Hardware Dealers' Magazine.

HAVE MOTION IN YOUR WINDOWS.

A moving thing in a window is reasonably sure to get a crowd.

Some ducklings swimming around in a tub, some little chickens scratching around in gravel, a dozen canaries flying at large in the window—all are pullers.

A policeman had to clear the crowd away from the window of a city stationery store the other day. The



Design for a motion display. It will attract the children.

attraction? Just an ever-flowing bottle of ink. The trimmer had it arranged so the ink would be run into the bottle from an invisible source, and so the flow kept up, to the amusement of the crowd. There is nothing particularly magnetic about ink, but when it is arranged in sort of a fountain the case is different.

A very good means of providing motion in a window is by means of an electric fan, a small box and a lot of twine. This is illustrated herewith.

The drawing shows very plainly how the plan is worked. Lay an electric fan on its back in a small box. Then tie a lot of strings on the box extending them up to a barrel hoop fastened to the top of the background. Inside of the strings put four or five toy balloons. Then start the fan. The balloons will bob up and down and the people will stop and look. They can't help it. They cannot see the fan, and this will give the impression that the ballons are being propelled by some mysterious force.

One merchant who tried this plan painted a letter on each balloon. Together they represented some word. He advertised that he would give a prize to the person who guessed the word. It seemed to him that nearly everybody in town tried to patch the word together from the letters on the balloons as they bobbed up and down with rhythmic regularity.

Try the plan. It is about the easiest and most inexpensive means of supplying attractive motion in windows that has come to our attention in a long time. —The Butler Way.

AS TO RESULTS.

You should never be discouraged should your window displays not bring immediate results. This was clearly demonstrated to us when we filled our window with food choppers attached to steps the full length of the window. There were at least six dozen choppers of three different sizes and no other merchandise was used in this display. After a week had passed I felt somewhat alarmed, twelve dozen food choppers of a new pattern on hand and not one sold. We concluded to leave the display in for another week, which drew to a close with the same result. They were removed to the second floor with the hope of disposing of them to someone who had a better sale for choppers than we.

The following week one of the boys sold one, and we looked upon the sale as quite an event. During the next two weeks not a day went by that we did not sell from three to nine of the machines. It was some time before we reasoned out the cause of this, but finally concluded that we had displayed an article out of season. Not so very bad, however, being just before instead of after the season. Many people saw them, who in need a few weeks later did not stop to call up the stores to find who had food choppers. They knew who had them, for they had seen the window display. We have since preferred to show seasonable goods a trifle beforehand, as we feel that better sales result.

MISSION OF THE SHOP WINDOW.

Awakening in the observer a desire for possession, is the mission of the window trim. If it does not do that it is a failure be it ever so attractive in arrangement and color schemes. There are many displays pleasing to the eye but which, when analyzed, are found wanting in the quality of selling force.

That is the point around which skill in producing impressive display should be applied. A frank, simple and practical trim is more convincing than the freakish variety. Every detail of every display should be worked out with deliberation and care taken at all times to have the window reflect the true character of the establishment.

TO WHOM CREDIT IS DUE

The illustration which appeared on page 60 of the last issue of the Journal entitled a suggestion for a spring cleaning window, should have been credited to the American Paint and Oil Dealer.

Retail Hardware Advertising

Some Suggestions and Examples for Progressive Merchants

Some Seasonable Advertisements

By A. B. Lever

I think most readers of the Journal will agree with me that the group of seasonable advertisements shown in this department this issue are on the whole of high class.

The advertisement of Brace, McKay & Co., Summerside, P.E.I., is a creditable one indeed. It is well written and is confined to seasonable lines. In every instance it will be noticed prices are given. The original was 6½ by 12½.

The advertisement of Jas. A. Neill & Sons, reminds one of the growing trade there is in this line for the hardware trade. The advertisement was 6½ by 6¼, and stood out well and could scarcely but arrest the attention of readers. I think, however, that the advertisement could have been made a little more effective had prices been mentioned at which the different articles enumerated could have been bought.

The advertisement of Stanley Mills & Co. is in keeping with the line of advertising that this firm usually does. Stanley Mills & Co. run a department store in Hamilton, Ont., and have a strong and well organized hardware department, which sees that good advertising is published. The original was 13 by 17. It presented a most striking appearance. The reader realizes at a glance the purpose of the advertisement. It might well serve as a basis for the hardware trade in advertising similar lines.

Turnbull & Cutcliffe, Brantford, regularly run an advertisement in one of the dailies, 6½ by 4. The reproduction shown here is a good sample of the class of advertising this firm does. Although in this instance I think the advertisement would have been strengthened had prices been given. As far as the attractiveness of the advertisement is concerned no complaint can be made.

Martin Finlayson & Mather, Vancouver, are still keeping up their reputation for a good line of hardware advertising. The original of the advertisement herewith shown was 6½ by 4½ and shows what effective advertising can be done by the right use of moderate space.

There is no doubt regarding the purpose of the advertisement of Ashdowns, Calgary. It is to advertise fishing tackle, and although the advertisement was only 2⅛ wide by 8 deep it stood out clear and could not help arresting attention. The introductory remarks are brief and to the point.

The advertisement of the Central Hardware, Regina, was only 2⅛ by 4¾, but the space was so well utilized that it stood out well in the paper in which it was published. One could scarcely doubt the physiological effect of the two first lines, "Keep your grass nice."

The advertisement of Alex. Martin Sporting Goods Co., Calgary, is another example of how small space can be well used. The advertisement was only 2¼ by 3¾, but it was none the less effective.

The advertisement of John Lewis Co., Brockville, is still another instance of the effective use of small space. The firm was wise in utilizing this space for one line of goods and also in arranging the prices at which garbage cans could be obtained.

BACKING UP THE ADVERTISING.

By A. D. Smith

It is not a question, "Does advertising pay?" but "How much does advertising pay?"

First of all, however, remember that the only kind of advertising that does pay is honest advertising.

To begin with, let us grant that your advertising is practical, readable and convincing—that it creates in the mind of the reader a desire for what you have to offer.

Grant that the prospective buyer enters your place of business.

The important question, then, quickly resolves itself into one of goods and prices—or, in other words, quality and value.

If a sale is to be consummated, the merchandise advertised must measure up to the standard you have set in your announcement. The expected quality must be there, and the value must be just as offered. The degree to which you back up your advertising will determine the percentage of returns.

If you have given exactly what you advertised—or a little better, for good measure—you save the cost of your advertising. You make the profit on the direct sale, and you make just as many hundred per cent. of additional profit as the satisfied buyer brings to you in continued patronage.

On the other hand, if what you offer does not "make good," you lose, first, the cost of your advertising, also the profit you should have made on the direct sale.

Second, you will suffer from the disappointment aroused in the minds of the buyer who came to you in good faith—and not only from this buyer's individual dissatisfaction, but from the damage which this buyer will undoubtedly do, in unfriendly criticism to friends who may likewise be influenced in a greater or lesser measure, against you or your business.

Dishonest advertising is no longer profitable.

It is no longer even possible, for if your advertising is not honest, the court of public opinion, if not the law itself, will compel you to make it so.

The question of backing up your advertising with the right kind of goods and prices is not one any longer of choice, but of necessity.

So, as a plain dollar and cents policy, it pays to back your advertising.

AESOP UP TO DATE.

Fables nowadays are told as news items. They may not be true, but, as the Italian saying goes, "they ought to be."

A merchant met a farmer carrying an express package from a Chicago mail order house. "Why didn't

you buy that bill of goods from me?" he asked. "I could have saved you the express charges, and, besides, you would have been patronizing a home store."

The farmer looked at the merchant for a full minute and then said: "Why don't you patronize your home paper and advertise? I read them and did not know you had this particular line."

In lieu of moral, this comment is made:

The retailer thinks that the business of his territory belongs to him, and so it does, but the same kind of support you expect from the farmers to give you, you should be willing to extend to your local publisher.

ADVERTISING MUST BEGIN INSIDE THE STORE.

It doesn't require a Solomon to decide it's a waste of money, effort and opportunity to paint a glowing word picture in public print, circular or booklet concerning the value of your merchandise and then show that self-same article in store surroundings, unkempt and unattractive.

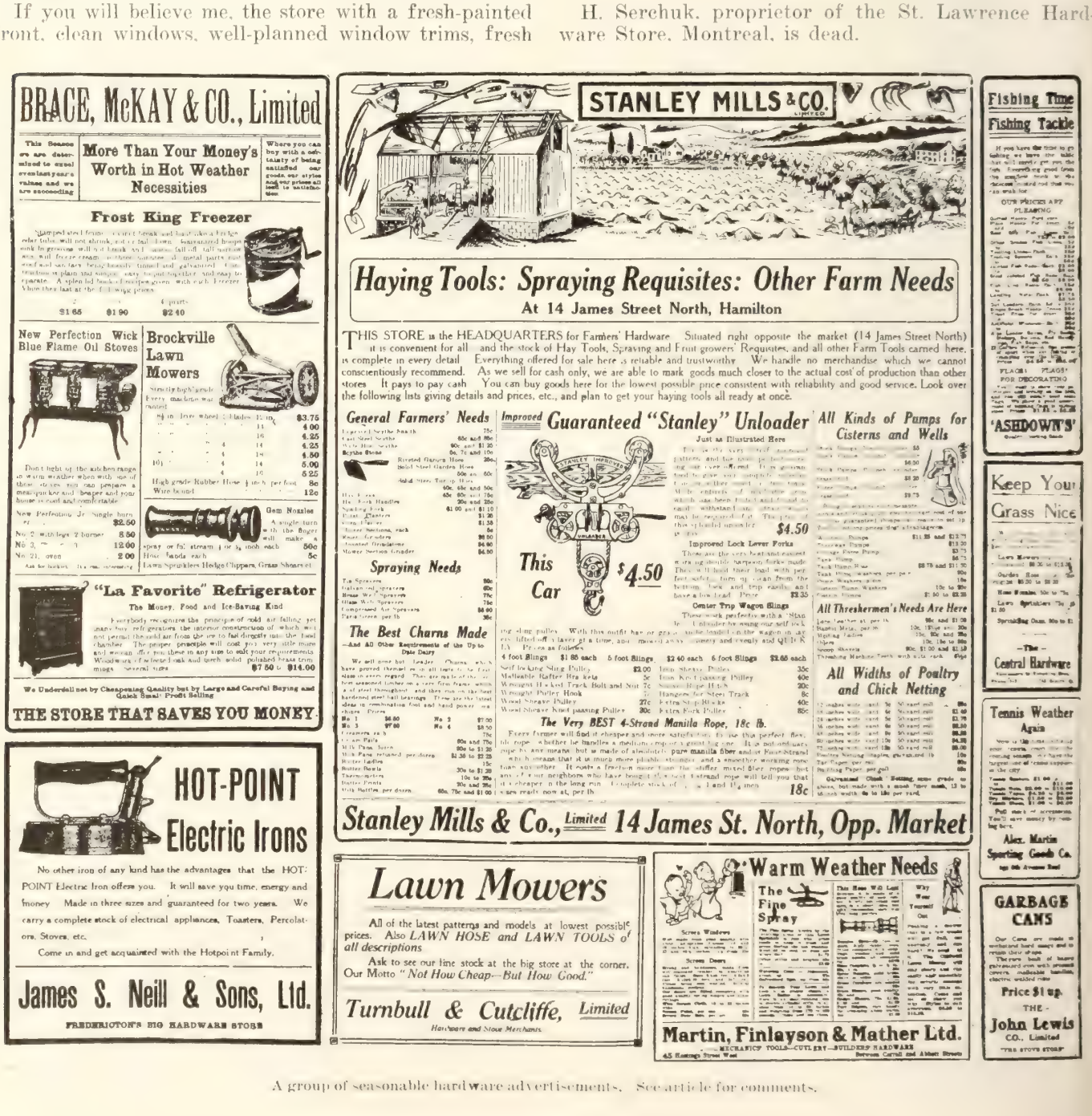
If you will believe me, the store with a fresh-painted front, clean windows, well-planned window trims, fresh neatly arranged stock and interior displays is the first place to begin advertising, and such a programme is the one to follow. That store just has to appeal to the people who visit it. Advertising is considerably like charity in that it should begin at home, and the similarity is continued in that it should not end there.

This programme insures a change—a really good chance—to make your advertising, both inside and outside, profitable in sales and public good-will.

VALUE OF WINDOW DISPLAY.

When it comes to a question of window trimming nothing has been found quite as staple, as appropriate and as attractive as displaying goods by demonstrating their usefulness, or by capitalizing the power of suggestion and giving the goods a setting that connects them with their use. Individuality has a cashable value, and window displays offer an exceptional opportunity.

H. Serchuk, proprietor of the St. Lawrence Hardware Store, Montreal, is dead.



A group of seasonable hardware advertisements. See article for comments.

Paint and Varnish Trades

Easy to Figure Dealers' Costs

In an article in "The American Paint & Oil Dealer," Frank E. Goodwin aptly says: "It is not so important what 'per cent. of profit' a retail dealer adds to his delivered cost of merchandise, as it is to be sure to add enough to make an actual profit. It is not the per cent., but the actual profit, which counts in the long run. But there can be no guess-work."

For the purpose of making business profitable a dealer need know nothing about percentages, if he knows how much in cents it costs to sell goods which cost him a dollar, and on top of the sum of that dollar and those cents he must add more cents to make the net profit. This is the essential feature of successful business. The fruit pedlar upon the streets, the dealer in second-hand clothing and "hand-me-downs," do not know what per cent. of their business is cost, and what is profit. But each one does know whether he has made a few cents or a few dollars on each day's work.

Of course, if a retailer wants to be thoroughly systematic and exact, so that he could know at all times just what each line and each part of the line is paying in profit, or losing if there is a loss, then it is necessary to have some system whereby the sales are classified and the selling costs and net profits (or losses) are stated in percentages one with and to the other. If it is necessary to know that oils and turpentines pay one certain per cent. of profit, and paints another, and brushes still another, then there is no possible escape from dealing in percentages.

To the average country dealer, and the smaller ones in the large towns and cities, this exactness is not absolutely necessary to carry on a successful and profitable business, so long as the dealer knows beyond any shadow of doubt that he is making the money.

But there is no escape from the task of keeping an accurate account of merchandise cost, and the expense of doing business. These things will not take care of themselves. The dealer must be able to prove his bookkeeping so that he knows his cost of doing business. If he cannot or will not do this his chance of making any net profit is small. If the dealer does not enter in his expense account every item of expenditure that really is expense, and in his merchandise account the delivered cost of goods sold and kept in stock, then his case is hopeless for ultimate independence, unless he promptly mends his ways, before the sheriff or the bankruptcy courts do the repairing for him.

It is not a hard task for a dealer to know his cost of doing business. If the delivered cost of stock sold is $10,000 and the expense of selling it, during six months, or a year, or any other period, is $2,000, then the cost of doing business is 20 cents on each dollar of original cost. It may be expressed as 20 per cent.; in cold figures it is as above stated.

If during thirty days with normal conditions, the dealer has sold merchandise which has cost him laid down $1,500, and his expense of doing business has been $300, then by dividing the expense by the cost of merchandise he knows that his selling cost is 20 cents to be added to the dollar cost of sold and of incoming stock.

The formula is plain and simple. One is required only to divide the amount of his expense by the cost of the goods sold, and he has the amount, in cents, to be added to wholesale cost to form the selling price on more merchandise.

If every item of expense is accounted for, and the total of the sales is accurate, one can easily furnish himself the proof of the merchandise cost, without going into the use of percentages.

From the total amount of the sales subtract the total expense. The remainder in dollars and cents represents the delivered cost of merchandise and the net profit. Subtract the known amount of net profit from this remainder and it will exactly equal the delivered cost of the goods, with no errors in any part of the computation.

The dealer may, if he prefers, determine in cents what his net profit shall be without recourse to percentages.

Figuring upon the basis shown above, the dealer may say that a gallon of paint costs him $1.60 laid down in his store (that is, invoice cost plus freight). If an accurate account of expense has been kept, and it proves out as above, it costs him .20 times $1.60, or 32 cents to sell the gallon of paint. So his actual cost is $1.92. If the dealer is computing net profits in percentages, and says he wants to make 10 per cent. net, he will, of course, add 19 cents, and he then will have made on a $2.11 sale slightly less, or to be exactly accurate, .02 per cent. less than the desired 10 per cent., the desired 19.2 cents.

But the dealer need not do this. He can simply say that his net profit shall be 20 cents, or 23 cents, and his retail price will be $2.12 or $2.15, for the gallon of paint. In any case, however, if he thus knows his costs, when the paint is sold he has three factors settled in his own mind, viz., the 19 cents, or 20 cents or 23 cents is his net profit for handling; the 32 cents paid his cost of doing business on the transaction, and the $1.60 paid the invoice cost of the paint and the freight.

Perhaps a brush costs 40 cents laid down. Cost of selling, at 20 cents on the dollar, is 8 cents. Total cost is 48 cents. Twenty per cent. is little enough net profit for selling brushes, so, in percentages, the net on the brush would be 9.6. But it is not absolutely necessary to fix that figure. Says the dealer, "I ought to make 10 cents on that deal. So he marks the brush (wholesale cost, 40 cents; expense of selling, 8 cents; net profit, 10 cents;) selling price, 58 cents, and he does that without "figuring percentages" at all.

It is simple, it is easy, and it takes no time which would not be consumed by any other plan of cost and profit finding.

DEFECTS OF PAINT AND VARNISH.

Very often, when a customer comes in to make a complaint about the poor quality of some paint, the dealer is only too ready to place the blame on the manufacturer. In one case out of a thousand, the maker may be to blame, but in the other nine hundred

and ninety-nine, the fault lies with the purchaser and his ignorance of how to apply the goods. While in most cases directions are printed on the label, different conditions necessitate different methods and rules that may be followed in one case will be useless in another. Therefore, it is up to the dealer to know what plans will produce best results and he must give his customers the benefit of his knowledge if he is going to keep them satisfied and bring them back for more.

A. C. Clausen, writing in an exchange, gives some good instructions which hardwaremen and paint dealers may find of use when handling complaints. He says that about the first thing in the new home which shows its defects is the paint and varnish. Any one of a number of things can be the cause of paint and varnish troubles. While the failure of paint and varnish to stay on is often laid to the material, it is as often the fault of the man who applies it as it is the fault of the man who manufactures it.

Assuming that the paint is a first-class article, it will in most instances permit slight adulteration with pure raw oil, never, however, to exceed one quart to the gallon on dark colors, with a smaller quantity for light colors. This makes it flow a little easier, and paint should always flow easy and be brushed on, for if put on too thick, it will invariably crack and peel off. This is one reason why it is advisable to not put on more than two coats the first year, including the priming coat.

All paint on outside new woodwork has a tendency to shrink, making a cracked surface very similar to the crazed glazing, on an old china plate. Water and dirt get through these cracks, soaking into the wood, and darkening the color of the paint, and for this reason, the third coat should not be put on until about one year after the completion of the building, so as to fill up these microscopic cracks.

While it is not possible in public print to state which manufacturers make poor paint, and which make good paint, the buyer is safe when buying paint that has the contents specified on the label of the can. Several of the better class manufacturers follow this custom, for, as they truthfully point out, having nothing to hide, they are glad to let their customers know what the paint contains.

The superiority of one paint over another paint is not because of any secret process known by one manufacturer and not known by another, but simply because of the difference in the cost, proportions and quality of the raw materials used in mixing.

Paints with a large percentage of zinc in them are better than those containing lead only, in addition to the other ingredients.

Never thin out paint with turpentine. Always use the best quality of linseed oil. Be sure that the priming coat and each succeeding coat is thoroughly dry, before applying the next coat. When paint appears dry in about two days, a better job results from allowing it to stand for about ten days before applying the next coat. Even good paint if put on too thick or on wet, damp wood will peel off.

HANDLING ONLY ONE PAINT LINE.

At a recent convention held by one of the State hardware associations across the line the question of whether it paid to handle more than one line of standard paint came, up, and was provocative of some little discussion.

In order that the reader may judge for himself the worth of the remarks we give below the opinions of some of the speakers, some few of whom said they handled more than one line, and others that they found one line more advantageous.

One of the speakers stated that he did not think it advantageous to handle more than one line. "I handle two lines of standard paint, but it is an unfortunate condition of affairs. It is useless for a man to handle two lines of high-grade paint for the reason that there can be but one best. If you are going to talk quality you can have but one best, and for that reason I think it is best to handle only one line, that is, of high-grade paint."

Another said:—"I have been in the hardware business fourteen years, and during that time I have handled more than one line of paint. I have been unable to get down to one line of paint, and I can't see why it is not advantageous to handle more than one line. In my business I figure that it pays to get my firm's name before the people. If a paint maker will guarantee to give me a circular letter about once every thirty or sixty days, that I can send to my list of about fifteen hundred customers, I then buy paint, and I think that I have proved that it has paid me. I know one thing: I sell my part of the paint in my town, and I believe that it has not only paid me in selling paint, but it has paid me in selling other goods, and I believe it has increased my paint business at least 100 per cent."

A third speaker suggested.—"Suppose you were advertising A's paint and B's paint and C's paint? Suppose John Smith buys a bill of paint and uses A's paint this month and you tell him that is the best paint; and suppose he comes back next month and buys a bill of paint and you sell him B's paint, won't John Smith come to you and say, "You told me last month to use A's paint, and now you tell me to use B's paint. Have I made a mistake? I have asked you for the best." That puts you in rather an embarrassing position. I cannot see how a man can handle more than one line of paint and call it the best."

Still another said "I believe we can attain greater success by putting our efforts and our advertising upon one line of goods. I have tested it out at times during my business career. We have carried at least two or three lines of standard made goods, and we have found that in reducing our stock of paint to one line, and putting our work and our advertising upon that one line of paint, we have sold even more paint with less than half the stock formerly carried. I believe if you take one good standard line of paint and push that line, and advertise it, and talk it and firmly believe yourself that it is the best paint there is, you will sell it.

"I have had remarkable success myself by having the paint concerns to make up for me twelve hundred color cards, and it was a pleasure to have my customers come in after I had sent out these cards. I remember one case. A lady came in who had a little bit of a hand satchel, and she said: "Is your name Mr. Ireland?" I said it was, and she said, "Here is the place I want to come." And she set down that satchel and opened it up and took out an envelope that I had mailed to her; just a simple color card, and on one of them she took one and a half gallons and on another another gallon, and in about three minutes she had bought several gallons, and I believe that I received more direct benefit from that advertising that I send direct to my customers than any other list that I have sent out."

The Holland Varnish Co., Ltd., has obtained a provincial license to do business in Ontario

FURNACES

Suggestions on Draft Damper Control

During the past quarter of a century I have examined thousands of heating plants and seldom have I found the dampers of steam and hot-water boilers correctly adjusted, although many of them are nearly so. Sometimes this lack of adjustment is the direct cause of failure on part of the heater to give satisfaction. The adjustment of the draft dampers, if properly understood, is so simple that a little attention from the master fitter will eliminate trouble so far as the work emanating from his shop is concerned and the process of elimination can be made a source of advertising which should pay handsomely in proportion to the expense.

Every master fitter should have framed copies of illustrated instructions covering adjustment and operation of the supply and check drafts to boilers, and require all employees to familiarize themselves therewith. A similar set of instructions with his card appended neatly hung by the side of each boiler installed would not only instruct the owner how to use the dampers, but would be a daily reminder of the business and address of the steam fitter.

Fig. 1 shows the first, or "draft on," position of the dampers, in which it will be noted there is slack chain at the check draft. As the steam pressure increases the supply draft is gradually closed until it reaches the position shown in Fig. 2, at which point both supply and check draft are closed and both chains are just taut. As the pressure increases the check draft is opened until it assumes the position shown in Fig. 3; and as the pressure diminishes the reverse of these positions takes place.

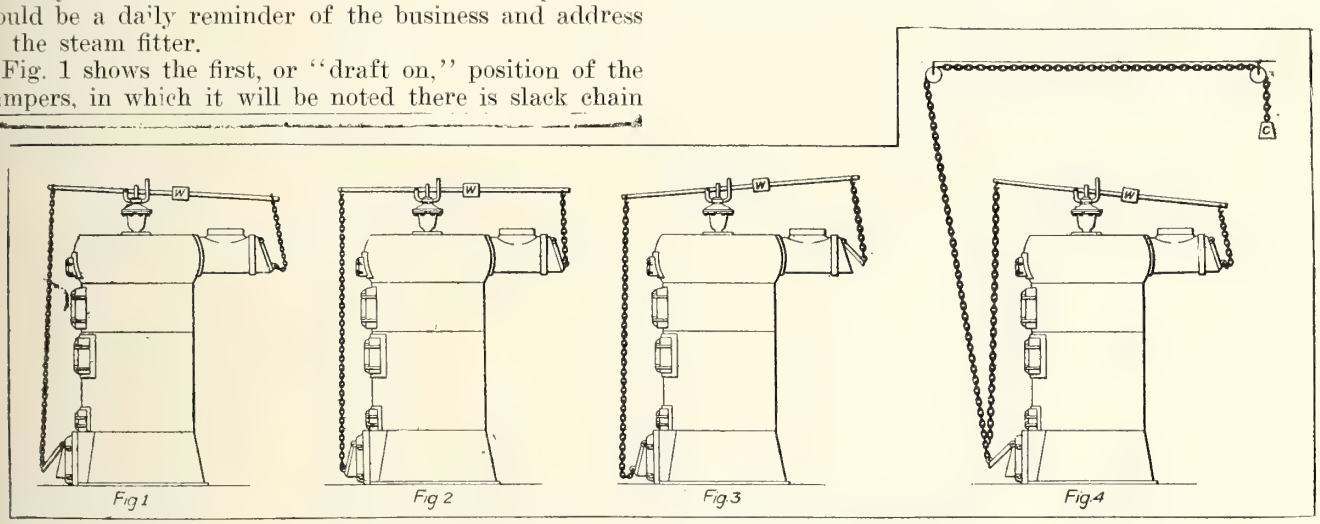
There should always be an ordinary revolving damper in the smoke pipe close to the boiler to control the surplus draft. There is a vantage point at which to set this damper, which point can only be determined by experimenting.

The weight marked "W" in the illustration should be set according to the weather. During mild weather it should be set so close to the fulcrum that the slightest pressure will close the damper and as the weather becomes cooler so that more heat is required it should be moved out until finally, for severe weather, it reaches the end of the lever. The fire door should never be used to control the draft. The principle is wrong, as it reduces the temperature of the boiler. Better close a radiator valve, or more than one if desired, which will automatically increase the steam pressure and that will cause the automatic damper regulator to close the drafts as already described.

When the damper doors are extra heavy or a thermostatic damper regulator is used, a good way to counterbalance them is shown in Fig. 4. The pulleys are used so as to place the counterbalancing weight C where it will be least liable to be in the way. This weight should be just heavy enough to allow the damper door to close by gravity and the counterbalance chain leading to the damper door should be at a different angle from the chain leading to the diaphragm lever so as not to interfere one with the other.

It is to the advantage of all concerned to have a boiler use the minimum amount of fuel and the simplest and most efficient means to this end, excepting only the thermostatic regulator with time attachment, is to have a damper operating chain extended to a convenient point on the living floor.

I appreciate that those of experience will have visions of trouble with the chain. However, if they will use a plumb line, carefully locate all pulleys and openings, use pulleys with guards and use small wire instead of chain except for about a foot or two on either side of the pulleys, they will have no trouble. The living floor end of the chain should be provided with a ring to loop over hooks arranged one above the other so that by moving the ring to the different hooks the dampers may be set as desired. This is comparatively inexpensive to install, but the saving in fuel is an inducement, to say nothing of its great convenience.



Suggestions on adjusting chains and weights for draft-damper control.

When the fire has been fixed for the night the ring is hooked over the top fastening which checks the draft all possible and the fire is dormant until in the morning the ring is dropped to one of the lower hooks and by that time the coal will have become so thoroughly warmed that it will burn up quickly. My experience with this arrangement leads me to believe that even with a very small plant, a saving of a ton of coal per annum may be expected.—M. D., in Metal Worker, Plumber and Steam Fitter.

HARDWAREMEN DROWNED

Roden C. Hooper and wife, and Earl Meredith and wife, the former manager and the latter superintendent of the Marshall-Wells Co., Edmonton, were drowned recently when their motor launch struck a snag in the river at that place.

Automobile Supplies in Hardware Stores

By Anderson Pace

Indifference is losing a great deal of money for those hardware men who could handle auto supplies but are not doing so. Such business is easy to get, and its profits are not to be sniffed at.

Garages have no monopoly on this business. To tell the truth, a garage is a much less efficient distributor of auto supplies than many a sporting goods store.

The sporting goods store is superior in a dozen different factors that make sales easy and profitable. A garage usually has no display feature at all comparable with the windows of a sporting goods store. Yet windows are surpassed by nothing in the power of their appeal. Even the counters and shelves of the store carries scores of items, staples even, that naturally link themselves to auto supplies and provide for them an added selling power. There is no need to particularize. Every dealer could name a hundred items that could help the sale of auto supplies exactly as the sale of kerosene in a grocery store promotes business in lamp goods.

And the auto sundries, in turn, return the favor by stimulating sales in regular lines, just as 5, 10 and 25-cent goods stimulate the sales of staples wherever they are displayed. Thus there is a sort of interplay between auto accessories and the regular lines, that is very beneficial to both.

Some sporting goods men recoil from auto supplies because of a fear that their own lack of technical skill would thwart their wishes. First of all, most merchants have in the person of some employee an individual who possesses as much technical knowledge of automobiles and similar machines as a great many garage owners, who, nevertheless, make money despite their deficiencies. In the second place, the sale of auto accessories does not demand that the salesman be able to vulcanize a tire, or lacquer a horn. Some of the best salesmen in the country have very little technical knowledge of the goods they sell.

Most important, however, is the fact that the ordinary sporting goods store can add a line of auto supplies and sell them efficiently without adding materially to overhead expenses. This makes for even lower prices than the garage can afford to quote. As for selling auto supplies to car owners, the problem is no harder to solves than the problem of selling fishing tackle or base ball supplies.

A most interesting comparison can be made between auto sundries and various regular lines. Active salesmanship is the best sales and profit-maker in both cases. Both must be pushed to be sold efficiently; a merchant can't afford to sit around and wait for business to come in, on either line.

The dealer in auto supplies must construct a mailing list of auto-owners, and since such a list usually is comparatively small, methods of advertising can be employed, which would be out of the question with a large number of prospects. The prospects can be followed up with personal letters, not so numerous as to be a bore, and even personal calls can be attempted if the merchant deems it wise. Calls can also be made by one of the regular salesmen. By teaching him the talking points of the line and sending him out in his spare time, the most intimate relation can be established between your prospects and yourself.

Most important: watch the cars. See for yourself what is needed. Know when tires begin to frazzle out. Tackle the owner just when he is beginning to need the goods. In this way you make the most of an advantage that no retail mail order house or direct to consumer manufacturer can take away from you. This is your chief advantage; to be on the ground where you can reach the owner just when his need begins to appear.

But don't depend exclusively upon this method to secure business. Let every form of your advertising matter remind people of your ability to supply their needs. Leave literature in cars as they stand unoccupied, and above all, let window trims speak for you. We know one merchant who followed the lines indicated here, and advanced from nothing to a business that compares very favorably with his gross sales on exclusive lines. He trained a salesman, and offered him a fair commission on all the auto sundries business he could create. He used personal letters, window trims, newspapers and circulars. Result: See paragraph above.

You need not depend upon veteran car owners for your business. Keep an eye out for brand new cars. Many makes of automobiles are sold without equipment; many are only partially equipped. And there is no reason why you should not be able to coin money out of this part of the trade.

All these remarks, or most of them have been directed at the man who has the money, market and room to take care of a sample line of supplies. But how about the dealer whose market and capital are too small to justify an actual investment? How about the man whose store is too small to admit the addition of a new line of goods like these?

He must depend upon a counter catalogue. And he must use precisely the same methods and aggressiveness demanded of the dealer who can stock up on a full line. In fact, the lack of goods, with which to trim windows, the lack of samples to exhibit, make it necessary for him to press even harder and to give the counter catalogue a proportionately better chance, than he would give a flesh and blood salesman. He must keep the counter catalogue always where it can be seen; he must advertise it persistently; and he must allow his regular salesman to take it out and introduce it to the owners of cars. Hundreds of merchants are using such a book to make sales, the chief advantage of which is just this: The sales are made without investment upon your part, and the distributor takes all the risk. Where can you get more information about this subject, which can teach you the way to more sales? Where can you procure a counter catalogue? Write to this journal. They'll do the rest.

A woman entered a department store, sought out the men's furnishing counters, and said:—

"I wish to buy a bathing suit for my husband."

"Yes, madam," said the salesman, "and what chest measure?"

The woman frowned and bit her lip.

"Well, now," she said, "how provoking that is! I've forgotten the chest measure."

"Twenty-eight inch, madam?" suggested the salesman.

"Why, yes, of course!" she cried, beaming. "How on earth did you know?"

"Gentlemen who let their wives shop for them," he answered, "always have twenty-eight-inch chests."

Roofing and Metal Working

METAL SKYLIGHTS.

By H. M. Sanders

Skylights may be classified under three general heads or divisions. There is first what is termed the flat light, next the "double pitch" and thirdly the hipped skylight. In all these three classes of skylights there is the plain light, and those which are elaborate in finish with ventilators on top or ends of the skylight, of which we have given illustrations in the three classes, Plate 1.

There are several methods of ventilating skylights, either at the ridge, ends or around the base at the curb, on all four sides. Usually the flat skylight, when ventilated, is at the ridge, either by a round ventilator in the center of the ridge, as shown by C under the head of "flat" skylights in Plate 1, or by a ridge ventilator extending across the top, as shown by E under the same head on Plate 1.

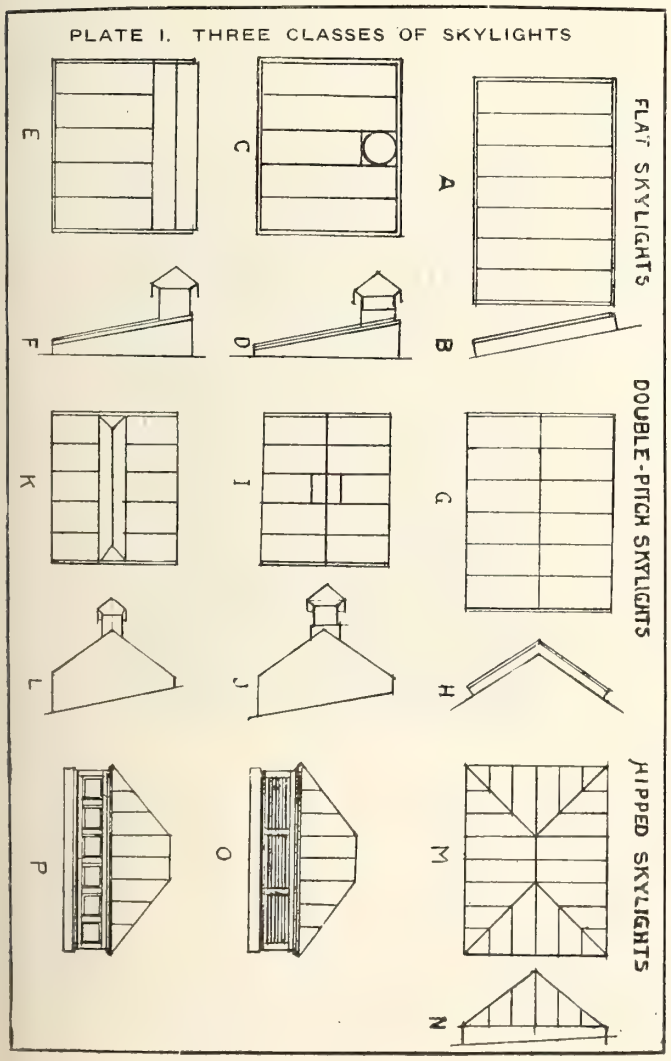
The constructive feature in the double-pitch skylight, so far as receiving ventilation, is practically the same as for the flat light, with the exception that it sometimes has ventilation in the two gable ends of the curb, either a round or slated louvre vents.

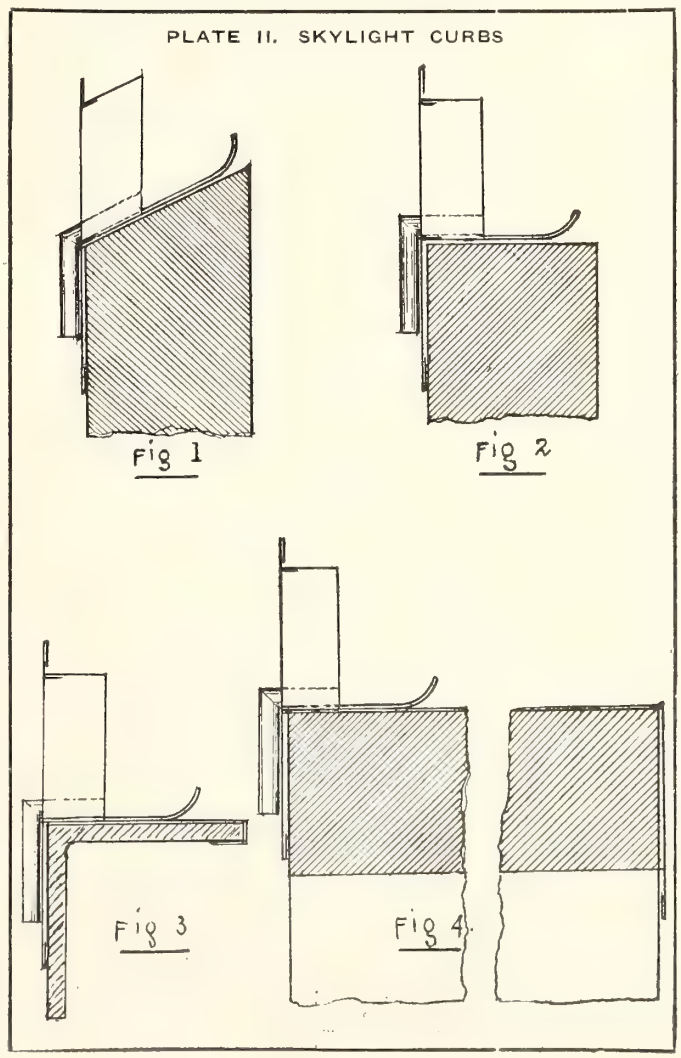
The hipped skylight, as shown on this Plate 1, may be plain as shown by the ground plan G and by the end view H. This hipped skylight sometimes has the ridge ventilation the same as the others, but not generally when it is considered with louvre ventilation at its base along the sides and ends, below the curb line, as shown in central figure O under the head of the classified hipped skylight on this same Plate 1.

Under this same head of "hipped skylights" in Plate 1 we have also represented another form of hip light, called the "turret light," so called because it has not only a glass top, but glass ends and sides with windows to open and shut by means of an attached gearing on the inside, worked from the floor below, the windows being usually hung on centers.

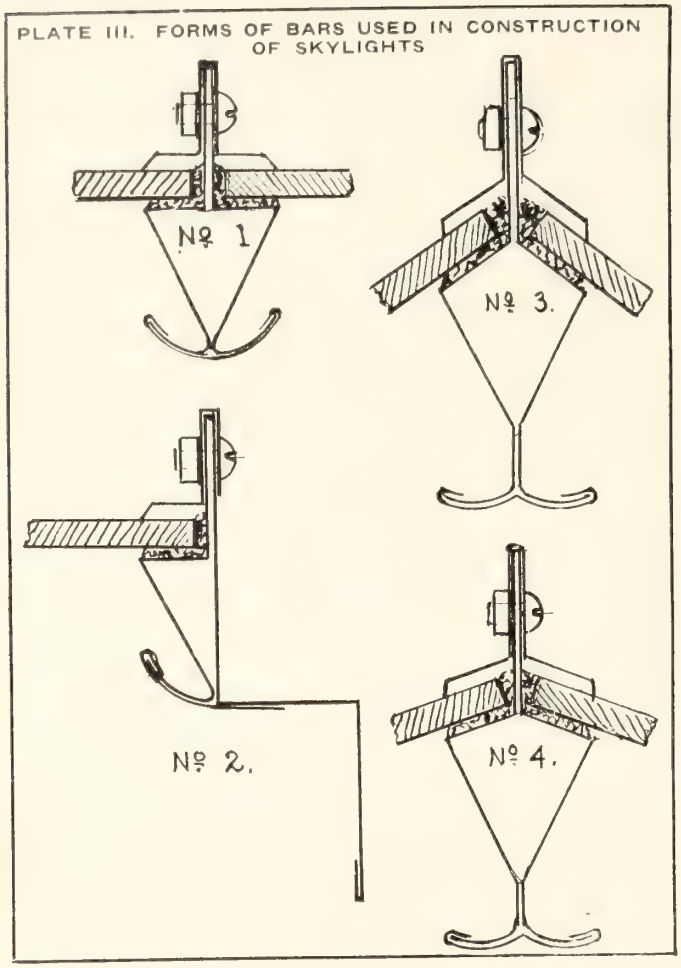
It is desirable that all ventilators to skylights, in whichever of the three divisions they are placed, should have dampers attached to meet the requirements of proper ventilation, and so arranged as to be operated from the floor below by means of pulleys and cords with ring or handles attached to the lower end of chain or rope.

The framework of all these three is practically the same so far as the general form and outline of the curb and bars are concerned. They all require the curb as base of the skylight. We have on Plate 3 shown the various forms of the bars used in the construction of these skylights. All of these different





styles or patterns of bars as thus shown are required in the hipped bar, but not in the other two classes of double-pitch or flat skylight. Neither of these last two require the hip bar as shown in No. 4. Thus it will be observed that the hipped light requires all these different kinds of bars. But while the double-pitch light requires all of the different bars as shown,



with the exception of one spoken of above, we find that the flat bar eliminates the ridge bar as well as the hip bar, as it only requires bars Nos. 1 and 2.

Of course we are aware that different manufacturers of skylights in their lines of business have their different methods of constructing them, and in the style of finish to the framework of the curb, bars, etc. But the principle of working out the patterns is practically the same in all cases.

So that while any two manufacturers may not use the same style of finish in all cases or use the same methods, a set of patterns for such a class of work of whatever formation and construction is indispensable.

Still we believe the style and finish of curb and bar of skylights as herein introduced is the one in general use on the class of work here introduced in Plate 1 when the skylights are comparatively small, or when the side bars without intermediate support are not over 4 or 5 feet long. Larger lights will often require coreplates from 1-16 to ⅛ inch thick inside the curb and bars to reinforce and strengthen them.

It is not infrequently the case that in very large skylights the bars will need to be made heavier with a thicker coreplate, and sometimes larger, to meet the requirements of the case. But those bars illustrated will meet the requirements of all three classes of lights in the larger majority of cases.

Of course, in the construction of the very large skylights of whatever pattern or class, with their longer reach of side bars without support, their safe construction depends very largely upon the skill, ability and good judgment of the man who has its construction under his personal supervision.

There is another feature about these three classes of skylights, designated as flat, double-pitch and hipped skylights, that applies alike to them all. This refers to the method of working out the bars and caps under die pressure and thus, by the use of this up-to-date method, secure better and more finished work and at the same time the saving of much labor as between it and the old method of forming in the hand break, which requires as many different movements in the operation as there are bends and angles in the air.

PROMOTION FOR OLD EMPLOYEE.

W. A. Paton has been appointed superintendent of the new three-storey warehouse that is now being completed in Calgary for the Sherwin-Williams Co. The establishment of this warehouse has become necessary on account of the rapidly growing business of the company in the Western Provinces, and in all probability it will not be long before warehouses are established in the West at other important points. Mr. Paton is particularly well qualified to take up his new responsibilities. He has been a member of the Sherwin-Williams' staff for twenty-one years. For some time past he has had charge of the shipping department at Montreal, and the splendid results he has obtained in handling this important department have won for him this recent promotion. He has a wide circle of friends in Montreal, and was particularly popular with his fellow workers. To show their good wishes, before Mr. Paton left for the West, his fellow-employees tendered him a



W. A. Paton
Promoted to superintendent of Sherwin-Williams' new warehouse at Calgary.

little surprise in the shape of a handsome cabinet of cutlery and flat silver, and also a silver tea service. In addition the members of the shipping department presented him with a fine case of pipes. C. C. Ballantyne made the presentation and expressed appreciation of the splendid work and faithful service that Mr. Paton had rendered the company.

Depreciation and Insurance for the Hardwareman

By W. G. Wright

In adjusting some three hundred to four hundred fire losses for the insured as against the insurance companies, the writer has noticed that merchants generally have not given much thought to the question of depreciation of store furniture and fixtures.

The effect of the valuations they may make in their annual inventories on the adjustment of a fire loss is practically never considered. One large dealer had a ten-year lease of his premises. He had it well fitted up at a cost of $1,200 and he decided that, as he would probably leave at the end of his lease, he would depreciate the permanent fixtures ten per cent. each year.

The fire occurred in the last year, the permanent fixtures were insured on the basis of the book value at $120, and he collected the $120. He renewed his lease and, owing to increased prices of labor and material, it cost him $2,000 to put back what he had insured for $120.

This is an actual case and an extreme one. Now there is no reason for such practices except the desire of many of our most successful merchants to deceive themselves by so-called conservative statements.

The fact is that nine-tenths of the fixtures and fittings of a retail business do not depreciate along average lines.

A scale is bought for thirty dollars. It stands in the front store for ten years, and at any time is worth practically its full value. A more modern scale comes on the market and the thirty-dollar scale is put into the back warehouse and drops in value at a jump from probably twenty-five dollars to ten dollars. At this figure it will stay until broken beyond repair, when it will be scrapped. This is the history of much of store furniture and fixtures.

To wipe off, say, ten per cent. or fifteen per cent. as depreciation, will no doubt take care of replacements and wear and breakage, but it would show the scales above referred to as valueless in ten years or less, while many things depreciated even fifteen per cent. would be gone and forgotten in three years.

The method we advise is to cut out this depreciation method altogether. Take an inventory of all store equipment at new prices each year. Add all new fixtures bought through the year. Then set aside into a "Reinstatement Account" or a "Contingent Reserve Account" a percentage quite high enough to take care of wear, depreciation, renewals, etc. Treat this amount as a liability in the annual statement, and let the amount of this reserve account accumulate from year to year. From this account deduct amounts spent on renewals, repairs, etc., during the year. You will then have just as conservative a statement as you wish to make. The most conservative is that which is nearest truth. Now the inventory shows the store equipment at full cost at any time during the year.

Insure this to such an amount as will be perfectly sure to protect you in case of a total loss. This should vary from seventy per cent. of cost on a somewhat old outfit to eighty and ninety per cent. in a new and up-to-date store. When the loss comes let the goods speak for themselves. If you secure a competent adjuster to look after your interests he will not be hampered by ridiculous, so called depreciations, and, understanding the business of adjustment, he will secure you one hundred cents on the dollar of your loss.

GOOD MERCHANDISE.

This is our definition of Good Merchandise as defined by a large dealer.

Anything is good merchandise which (1) satisfies the user, (2) pays the seller a just profit, (3) sells actively.

Merchandise of quality is not necessarily good merchandise. It may not sell actively and it may not pay the seller a just profit.

It is just as essential that the price be fair as that the quality be high.

Ninety-nine people out of a hundred, when they go shopping, have in mind not, What is the best thing, but, What is the best thing for a certain price.

So long as the average family the country over must struggle along on an income of somewhat less than $12 per week, price will continue to be just as important as quality.

There are many goods, high grade in themselves, which do not meet our definition of Good Merchandise. Either to pay makers' advertising bills, or through greed for profit, they are sold for more than fair prices.

The maker's name adds nothing to the worth of an article. What the article IS is what counts. When we go to a maker, as we often do, and buy his well known trade-marked goods for a quarter or a third off, merely because the label is changed, the article is as good as ever, and it is very much better merchandise.

Of course trash is never good merchandise. If an article will not meet the use it is designed for it is trash and a business killer.

A common potato masher sold at a price so it can be retailed at 3 cents, is the best thing made with which to mash potatoes. It is good merchandise even though the price seems ridiculously low.

A mechanic does well to pay 75 cents for a steel hammer. But to the housewife who wants a hammer for occasional use only, an honest cast hammer such as can be bought at retail for 10 or 15 cents is good enough.

When you and we go to buy tooth brushes, we don't like the "feel" of the 5 and 10 centers and we can afford to pay enough to get a really good brush. But if there were no 5 and 10 cents tooth brushes made, a lot of people would go with uncleansed teeth.

An occasional city store with an aristocratic clientele can perhaps afford to limit its offerings to high priced goods alone. But the average merchant who takes too seriously the quality talk put in circulation by men who have axes to grind, starves his business.

We do not claim that all the merchandise in this catalogue is "high grade," nor that every offering is a "bargain."

We do claim that it is all good merchandise.

BENDING LIGHT TUBING.

Bending brass tubing requires considerable care. Where small tubing is to be shaped, take a close spiral spring that will make a neat, sliding fit in the tube, and anneal it at the part that is to be bent. Take a piece of hard wood and make a form about which the tube is to be shaped. To remove the spring after the bending process, twist it in the direction in which it was wound. This will serve to close spring slightly so that it can be taken out easily. This kink may be used on tubing up to .75-inch diameter.

J. A. Boulanger & Cie, stove dealers, Levis, Que., have been registered.

Getting at the Basis of Profits

By F. M. Taussig

Few business men know precisely what profits are. They are willing to take what they regard as profits, but most of them have a false idea concerning the actual amount that should be credited on the right side of the ledger each year.

Some economists even go so far as to sharply distinguish business profits from wages. Part of what a business man gets is thought to be simply wages; but part is neither wages, nor interest, nor rent; it is different from these. This peculiar element is regarded as profits. The method of separating business wages from profits is artificial.

Looking over the whole varied range of earnings among those engaged in business careers, it is simplest to regard them all as returns for labor—returns marked by many peculiarities, among which the most striking are the risks and uncertainties, the wide range, the high gains from able pioneering.

In some cases business profits are separated from wages by considering as wages that amount which the individual would have been paid if hired by some one else. An independent business man's actual earnings are likely to exceed that sum; the excess is business profits. Here emphasis is put on the element of risk. Profits differ from wages in that they are the result of the assumption of risk and are the reward for that assumption.

To know what dividends you are really entitled to draw, it is necessary to look the facts in the face, avoid all fallacies, count in every expense, and get the price that will pay the profit. This is no small order, but if you have the courage to study your business just as critically as though it were a competitor's, it is possible to discover the real facts—and make real profits. Search for the expenses that get away and you will know what your business really pays.

The average business does not really pay what it is supposed to pay, because the owner lacks sufficient business training to discover the hidden leaks. His premises are wrong, his principles wrong, and his calculations often wrong.

The first and most general fallacy is that which, in spite of figures, repeats to itself: "I am making 10 or some other per cent. This form of self-hypnosis is so common that it has almost the force of a trade custom.

"If I ever want to sell out," the owner reasons, "I can't sell a business that does not pay. Then, too, if I claim my business is not paying, it is a reflection on my ability." So he makes the claim of a mythical 10, or 20, or 25 per cent. until he actually believes he is earning that much.

A tradesman celebrated this winter his forty-fifth anniversary in his town and shop. It is his proud boast that he has made, year in and year out, his 20 per cent. So firmly is this fixed in his mind that he resents, as a disloyal act, the attempt of his son—a skilled accountant—to show him that last year's business paid him but 14½ per cent. and that he has had years when he actually lost money. The son, used to calculating the profits of city concerns, sees in a glance what his father has not seen in forty-five years of business in one place.

A second fallacy is the assumption that all, or a great part, taken in over the cost price is profit.

The master barber of a five chair shop found one of his men calculating. "I'm going to start a shop," he announced. "Last Saturday I did $4.80 worth of work for which you gave me $1.20, consequently you made $3.60 profit out of me. I am going to start a shop and get all the profit."

This journeyman barber, having omitted to note that he had drawn $1.20 for Tuesday's work—which day he took in but 50 cents—he was a surprised man when the new shop was sold five months later to pay wages and rent.

Third on the list of profit eating fallacies is the belief that every expense incurred because of the business should not be charged in the expense to run. Thus a caterer neglected to charge in the wages of his wife and children in running the business. His oversight is duplicated every day. Where a business owns a building, the rental is frequently neglected in calculations; window displays, particularly where the display is depreciable, often fail to connect with a charge; and interest on investment is never reckoned by fully 60 per cent. of business men to-day.

A fourth fallacy is to take the price paid the supplier as the actual price of goods, neglecting various other items, such as railway charges. The cost price goods of is their cost when on the shelves ready to sell.

Fifth—and one of the greatest fallacies of business—is the theory that profit percentages are reckoned on the price paid for merchandise. That overactivity in one department is successful in overcoming loss, neglect, or lack of method in another, is a sixth fallacy that misleads many in an honest attempt to determine the real profit. "Extra business necessitates extra expenses," rectifies the seventh fallacy. Almost every business man has his eye on a point ahead where he will round out profit by a little more business. But increase of business is not necessarily followed by increase of profits. There are other factors to reckon with.

Interviewed lately on the subject of profits, a printer who had previously expressed this faith, observed:—

"Extra business costs extra money to handle. No printer or manager in any other line of business can force more profits merely by adding to volume. It may work out on paper, but it won't work out in the shop. I calculate it this way: The manager of any well regulated business, as mine, is kept fairly busy. Each year he is growing busier. Additional business calls for more oversight and more oversight calls for more time—which is not to be had without more expense. When you start out to add to profit by any other method than by cutting expense you have a ticklish road to travel—unless you can get a greater amount of work done for the same money, in which case you are cutting expense by short cuts disguised."

It is not enough to be able to avoid the sophistries which tend to disguise expenses as profits or inflate a 1 per cent. dividend until it looks like 10. Knowing what to avoid is only half the game; knowing what route to take and how to take it is the other half Profit, as distinguished from theory, is what is left of the selling price after all costs and expenses have been paid.

WELL DIRECTED ADVERTISING.

A well directed advertising campaign will increase the sales of any product, but beyond increased sales, the right kind of advertising has a far-reaching effect. It standardizes the product; it establishes a sale of the articles on a firm foundation; it puts the article advertised on a basis where the dealer that handles it will not have to contend with unfair competition; it enables the dealer to maintain a price that is at all times profitable; and it also helps the dealer to decrease his selling cost.—Doorways.

SALESPEOPLE

CHANCES OF AN AVERAGE MAN.

Sir W. H. Lever

"There are always certain people who will try to discourage whatever you attempt to do.

"Don't heed their croakings.

"If at first you don't succeed—try, try again—but try another method.

"To succeed in face of competition we have got to live the strenuous life.

"We have got to get up early and work hard all day.

"The young man who thinks of starting in business will have to wait till he is a gray-haired old man without finding an opening free from competition waiting for him.

"He won't find that he receives a call from a town's deputation of the mayor, alderman and councilors to beg him to open a shop, or office, or surgery, presenting an address calling his attention to there being room for a merchant, lawyer, or doctor in their town.

"On the contrary, if he inquiries he will be told that there is absolutely no opening at all, that competition has killed every walk in life in that town, etc. Yet surely there the opening does exist, waiting for some one to seize the opportunity.

"Whenever one hears of a wail about competition becoming keener each year one may be certain that the bewailer does not want the strenuous life, but is trying hard to solve the insoluble problem of the perpetual-motion-machine man applied to business.

"Now, Artemus Ward has put it on record that the man who invented a perpetual-motion machine found it ran best with someone working at the crank-handle.

"When we have built up a business we have not constructed a perpetual-motion profit-making machine. We must continue to work hard at the crank-handle; and this is the best thing about a business.

"If employees think of nothing except how to get the highest possible in number of working hours with the biggest possible in skill and work for the least possible in wages, then the employer is blind to his best interests, and equally, of course, the converse of this is true.

"If employees consider nothing but their own narrow, selfish self-interest, their sole thought being how to render the smallest possible amount of work in the shortest number of hours for the highest possible wages, without a single care whether the employer fails or not, the employee will some day have to pay the penalty, and a heavy penalty it will be.

"But if an employee adopts a spirit of enlightened and intelligent self-interest, and if an employer does the same, each recognizing the principles that by looking after the interests of the other they are insuring the prosperity of the business, they are taking the surest means to achieve individual success."

SUGGESTION AND SALESMANSHIP.

By Dr. Stanley L. Krebs

Suggestion is the imparting of an idea until it takes reaction in a human being, called your subject. In your work your subject is called a customer, that is the human being, and your business rests upon the customer. The customer is king. If a boy comes in your store, he is king of the store. You run the business, but the customer is the boss. You ought to do everything to please the boss. You are the formal boss; he is the real boss. It is the imparting of an idea to that customer, either in the written form, or by advertising or publicity, or in the oral form, which is called salesmanship, so that the customer reacts according to the suggestion which you gave him. In other words, they come your way; you get them coming your way. That is suggestion.

Every good salesman after making one sale wants to make another. How do they do it? They do it by suggestion, but they don't know the law of suggestion. I happened to be in a haberdasher's and I said, "Give me a certain size collar." He simply filled my order. Then he wanted to be a salesman and wanted to sell me a necktie. How do you suppose he went at it? He said, "You don't want any neckties, do you?" I said, "No, I don't want any neckties." He put "no" into my head. Other salesmen say, "Nothing more?" I say, "Nothing more." "Something else" is a great deal better than "Nothing more." If I had salesmen in my store I would compel them to drop "Nothing more." I would insist that they use the phrase, "Something else," with a rising inflection. If you want to go a step in advance, train your salesmen every day to select something at their counter that they can suggest, some definite thing to go with what a customer has already bought, and also put it in their heads they are not through with business dealings when they make a chance sale, but they ought to have another chance to sell that very person. Don't let them get the idea if they sell one thing that is the end of their labor. A woman came in to buy a bag of potatoes from a salesman. The man said, "We have a new blend of coffee, a pound or two to try?" I was present when another woman was there and he said the same thing, because he had made up his mind he was going to use that new blend as the suggestive thing, to suggest she buy something. He said, "A pound or two of the new blend? Just got it in; try a pound or two." "No," she said, "I don't need coffee, but that reminds me I want some spices," because he mentioned something associated with coffee. A woman came into a store with a child. She wanted to buy something for herself, and most salesmen would have dropped her when she was through, but this salesman was a suggestive salesman. He suggested a new cap for the child, and the woman went down and looked at the caps and bought one. If he said "Nothing more?" she would have said, "Nothing more thank you." One of John Wanamaker's men, a student of mine, applies this in this way. He sells, for instance, a rug. Most salesmen would say that will do for a day or two days. He is not that kind. He suggests something to go with the rug. Do you suppose it is furniture? No. He said, "Come to the picture department. Get a picture to match the color tone of your rug." Not one person out of a hundred will think of that. She went and she selected a picture, and then she bought other things to carry out the tone scheme, and she was complimented on her good taste. Get your salesmen to drop the phrase "Nothing more." Don't use negatives.

CANADIAN HEATING CO. SPREADING OUT

H. C. Filsinger, of the Canadian Heating and Ventilating Co., Owen Sound, Ont., was in Vancouver during June establishing a new agency for his company's products in British Columbia.

Canadian Hardware Dealers Worth Knowing

Though J. N. McGregor's experience in the hardware field has not been as long nor as varied as many others in the business, only extending over the past six years, yet he is rightly regarded as a leading hardwareman in the province of Ontario. And when at the recent annual convention at Hamilton of the Ontario Retail Hardware and Stove Dealers' Association he was elected to the Executive Board of that body the members knew from Mr. McGregor's past experience as an officer of their organization that they were getting the services of one of the best men in the trade.



J. N. McGregor

Mr. McGregor's business is located in Oakville, his home town, where he spent his boyhood days. As a young man he taught school in that section for some three years. Journalism, not school teaching, however, he felt to be his forte, and with this end in view he went to Detroit to enter newspaper work. The people in the house with whom he stayed there persuaded him to enter the service of the Collier publications, in which he made such a success that he was sent in 1892 to Louisville, Ky., as southern manager for Colliers'. In 1897, he was again promoted to Boston, where he remained two years, and to Providence, R.I., where he resided for ten years. His health failing, Mr. McGregor, six years ago, returned to Canada and his old home, purchasing the hardware business of John Kelly. This business he has since conducted with great success.

He has two stores in Oakville—one distinctively devoted to hardware lines, and the other to his stove, plumbing and sheet metal departments. In his hardware store Mr. McGregor has many simple and useful shelf and rack devices for holding his stock and displaying his goods. These he had made in his own shop. For the storing of screen doors and poultry netting, too, the ideas prevailing are simple and convenient, and in the plumbing and sheet metal departments the charge system acurately gauges the cost of the work and material.

In trade matters Mr. McGregor takes a great deal of interest. The question of specializing being brought up, he gave his opinion as follows:

"In the smaller towns it appears to me an unwise thing to endeavor to specialize in any one line. The sales are naturally restricted and, therefore, make this means of achieving prominence difficult. A business man gets his record from his dealings with the public, summed up from the many lines which he handles. Adherence to one price (subject of course to market fluctuations) is a strong factor in building up confidence—the strongest factor which a business can have. It is much better to let a customer leave without buying, because of a difference in price, even if the price offered by him leaves a margin of profit, than to come down on your price, as long as the price asked by you is a legitimate one. The next time he comes into your place, he has more confidence in you and your goods, and it does away with that idea existing in the minds of so many, that the merchant has no set price, but is trying to get all he can. When this idea is disabused the customer will send any of the family to make the purchases and not, as is now often done, send the biggest Jew for that purpose."

Asked as to the value of association work, and particularly with reference to the annual conferences Mr. McGregor said: "In my estimation, the question box is the most interesting and instructive part of the association meetings, but I think we talk too much of the evils existing, and too little of the practical methods to be adopted to remedy them."

NEW CANADIAN MANAGER AMERICAN CAN CO.

A change has been made in the management of the Canadian business of the American Can Co. T. N. Anderson, who has been with that concern since its organization in 1901, has succeeded C. H. Kilborn, at Montreal, as Canadian sales manager, the latter having been promoted to the New York office, where he will look after a new specialty being brought out by the company. Mr. Anderson, who, previous to 1901, was with the Norton Can Co., has had a thorough training in the can business, and has served so well in the various departments of cost and auditing that he has become an expert in these lines. He is a young man and possesses that aggressiveness which makes for the successful business man.

LAW SUIT OVER "ROGERS" SILVERWARE

The William Rogers Manufacturing Company, Limited, have started action at Hamilton against the Canadian Rogers, Limited, and William A. Rogers personally for damages and for an injunction to restrain them from using the name "Rogers" and from doing business. The plaintiffs claim that they have the exclusive right to the use of the name "Rogers" on Silverware.

SELL TO TRADE ONLY

The Ware Mfg. Co., Oakville, makers of "Oakville" allyally for damages and for an injunction to restrain peddling their goods from door to door, state that they have no connection whatever with firms so doing. They do not sell to individuals direct, but only through the trade. They protect the trade in every way and do no business through any other channel.

COMMERCIAL TRAVELLERS IN WEST MEET

The second annual meeting of the United Commercial Travellers of America, jurisdiction of Manitoba, Saskatchewan and Alberta, was held at Moose Jaw, on June 20 and 21.

The elections resulted as follows:

Grand counsellor, R. M. McGowan, Winnipeg; grand junior counsellor, A. T. Colquhoun, Brandon; grand secretary, A. W. Ross, Regina; grand treasurer, G. W. Barrett, Winnipeg; grand conductor, S. S. Savage, Calgary; grand page, W. C. Bell, Regina; grand sentinel, D. E. Cobb, Edmonton. Next year's convention will be held at Brandon, Man.

A. A. Bittues, manager of the Gilette Safety Razor Co., Montreal, is on a business trip to the Pacific coast.

CHAMPION SHOOTER TO SELL CARTRIDGES.

The Dominion Cartridge Company have added to their staff Lieutenant Frank H. Morris as a demonstrator of their products. He is an old Bowmanville boy, who inherits his fondness for firearms from his father, who represented Canada at Wimbledon in 1888. In 1904 Lieutenant Morris joined the Bowmanville rifle team and a year later became a member of the 46th Regiment, qualifying five successive years for the Canadian Bisley team and winning four King's badges. During this period he shot on Canada's empire team in England making the highest score, a run of 23 bulls, which has never been equalled in this match. In the same year Lieutenant Morris made 37 consecutive bulls at 200 yards in a 6-inch bull. Shooting as a member of the Palma trophy team in Ottawa last fall he helped his mates beat all the world's records, and, with Sergeant Russell, of Ottawa, beat every other pair on the range by five points. Besides these he won the City of Toronto medal twice. the all comers aggregate and the militia aggregate in Toronto, the Dominion silver medal in Ottawa, and Walker & Sons special match. At Bisley he also won the grand aggregate and the rapid firing championship of the British Empire. He secured a St. George cross after shooting off a tie with two others.

These and many more triumphs with the rifle stamp Lieutenant Morris as probably the best shot in the Dominion. His work at the traps and in the field assure for him a brilliant future with the shotgun. Lieutenant Morris' many friends wish him the best of success in his new undertaking, and congratulate the Dominion Cartridge Co. on having secured a representative whose popularity and ability place him at the head of the Canadian shooters.



FRANK H. MORRIS

Canadian Hardware Manufacturers

One of those quietly active members of the hardware manufacturing trade, who are the real sinew and backbone of any organization or business, is the fourth vice-president of the Canadian Hardware Manufacturers' Exhibitors' Association—George Spence, of The Steel Company of Canada, Ltd., Hamilton. He is not a lover of the spotlight, and has always refrained from anything leading up to publicity.



GEORGE SPENCE

He was born in Hamilton and has always lived in the Ambitious City. Mr. Spence first became identified with the hardware trade in 1894, when he commenced with the Canada Screw Company, Hamilton, as a stock-keeper. The Canada Screw Company was then just commencing to enjoy exceptional growth, largely due to the high quality of their goods and the prompt delivery which they were able to give, and the satisfactory way in which their goods were marketed. This company had always worked in harmony with the hardware trade and had done much to inspire the confidence of its staff and encourage both consumers and hardware merchants to patronize home industries and manufacturers, so as to help build up this Canada of ours.

Mr. Spence received promotion and represented the Canada Screw Company on the road, covering the province of Ontario, for several years. At the time the Ontario Tack Company was absorbed by the Canada Screw Company, on December 31st, 1906, he was back in the office occupying a position as accountant. After the absorption of the Ontario Tack Company he was made accountant and purchasing agent.

The Steel Company of Canada was formed in July, 1910. This merger took over the Canada Screw Co., Canada Bolt and Nut Co., Dominion Wire Mfg. Co., Hamilton Steel and Iron Co., and the Montreal Rolling Mills Co., since which time Mr. Spence has devoted himself altogether to the sales end. So, during his twenty years' connection with the hardware trade Mr. Spence has seen some few changes without himself leaving his first love.

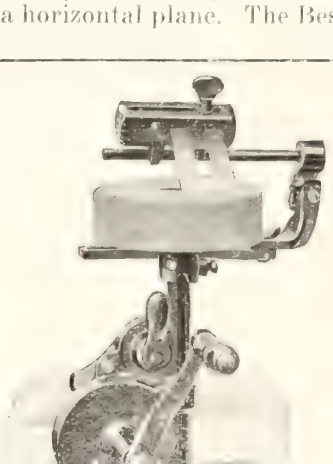
Mr. Spence is an ardent believer in the good that can be and is being accomplished by the work of the Manufacturers' Exhibitors' Association, especially through its exhibitions. The advantages of these latter are, he thinks, many. They do a great deal to bring before the hardware merchants and the buyers generally, the numerous lines and high-class goods made by Canadian manufacturers; and the opening of the exhibitions to the public is the means of giving the manufacturers publicity that is valuable to them. There is also this added advantage—that in an exhibition such as that at the annual trade convention, manufacturers' representatives and the manufacturers themselves get into touch with those who sell or those to whom the goods are distributed through the jobber.

None of us can afford to be deceived by our own affairs.

New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The Luther Grinder Mfg. Co., Milwaukee, have just got out a new plane bit and chisel honing attachment for their machines of "Best Maide" type. It is said to be ideally adapted to giving chisel and plane bits a smooth, even edge. The chisel or plane bit is held rigidly in a clamp and is moved back and forth across the side face of the wheel, insuring a perfect angle and a perfectly smooth edge for the wheel. The wheel is run in a horizontal plane. The Best Maide type of machines



New plane bit and chisel honing attachment for Luther grinder.

have a double grit wheel, the side face of the wheel on which the hone runs being extra fine for finishing purposes. This same attachment can also be used on the round face of the wheel and the machine clamped into the horizontal position. This gives an even edge, but one that is slightly hollow-ground. Whichever kind of an edge is preferred, either straight edge or hollow-ground, can be given with this new honing attachment.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The Gurney Foundry Co., Ltd., Toronto, have just issued their 1913-14 edition of the "Heating Engineers' Companion," descriptive and illustrative of the many Gurney-Oxford heating lines and containing in concise form many tables that are exceedingly useful to the heating engineer, architect and contractor. All the latest contrivances in the nature of heating and ventilating are described therein and interesting data concerning pipes, chimneys, area of circles, etc., are put together in concise and handy form. The book itself slips easily into the pocket and should prove an agreeable companion to those who wish to keep abreast of the time in heating goods.

The Metal Shingle and Siding Co., Ltd., Preston, Ont., have brought out a little "catechism" booklet dealing with their "Safe Lock Shingles." The title of the book—"Your Questions Answered"—explains its object, telling as it does the various uses of these shingles and answering fairly and squarely all objections.

The Simonds Mfg. Co., Fitchburg, Mass., and Montreal, have recently published a little illustrated 32-page booklet entitled "Window Displays for Retail Hardware Stores," which is a small store-house of new window ideas. Saws are shown in every conceivable form of display, and the suggestions contained in it are innumerable for the live window dresser. The issuing of this booklet is a great help to the selling of Simond saws. The booklet is free to Simonds saw dealers and their employees.

Merrick, Anderson & Co., wholesale hardware dealers, Winnipeg, have just issued their first first catalogue. It is a book of some 700 pages, giving an extensive description of their full line of hardware. The book, too, contains much useful trade information, among which are the very interesting discount tables.

The Dominion Cartridge Co., Montreal, have a new window hanger advertising their cartridges. The picture on the face is entitled "Picking out the Good Ones" and it shows a hunter in the woods just after shooting. Two bucks are seen falling, the does being left, though somewhat startled. The colorings are natural and the result is very effective.

The Canadian Potato Machinery Co., Galt, have just published an attractive booklet under the title "Money in Potatoes." A brief talk on the potato, the money to be made in an intelligent cultivation of the tuber, and some general information about the soil and fertilization, etc., leads naturally to the question of the modern machinery necessary to make cultivation a success. The planter, cultivator, hiller, potato-cutter, sprayer and digger are fully described and illustrated, and the special points and helpful features are brought out and emphasized in a manner to interest the farmer and prospective buyer.

The Sterling Foundry Co., Sterling, Ill., have issued a catalogue listing and describing the many specialties manufactured by them. Included in this are the "Best" chimney cap, the "Best" revolving chimney top, the "Best" cast iron chimney flue thimble, the "Best" chimney coping, the "Best" adjustable ventilator and the "Best" fuel chute. This booklet will be forwarded to all dealers on request.

The Baxter Stove Co., Mansfield, Ohio, have in their 1913 catalogue No. 42, issued their largest yearly description of their stove lines to date. Besides illustrating a complete line of "Banner" stoves and ranges the catalogue has quite a large space devoted to an explanation of the special features and selling arguments of their various patterns. A page of directions for setting up and operating will be found useful by salesmen to impart to customers, and a series of sample advertisements should prove helpful to the dealer who wishes to initiate sales through his local newspaper. The Copp Stove Co., Fort William, are the Canadian selling agents.

BRANTFORD CORDAGE COMPANY'S PLANT

It is a growing time with the Brantford Cordage Company. They have just prepared plans for the erection of a large extension to their plant. With this extension completed 100 spinners will be added, which will enable them to increase their capacity 75 per cent. It is the intention to erect a rope factory in the near future.



It Is Always Smooth Sailing

WINDS and the tide are always in favor of the merchant who carries for his commercial cargo Quality goods that are nationally advertised and that he can sell at a good profit. Such a mariner has only to keep the decks clear to be free from anxiety.

For your Paint and Varnish Department the goods that answer this description are JAP-A-LAC, Glidden's Green Label Varnishes, White Enamels, Endurance Wood Stains, Waterproof Flat Wall Finishes and Cement Coatings.

Write us for full information of the Glidden Proposition to the trade. It will show you how to sail before the wind at a pace that will make you show your heels to all smaller craft.

THE Glidden Varnish Co.

TORONTO, CANADA

Factories:—Cleveland, Ohio; Toronto, Canada

Branches:—New York, Chicago, London,

Canadian Trade News

The Monarch Clamp Specialty Co., Winnipeg, has been incorporated.

C. Schelling & Sons have bought a site for their stove foundry at Winnipeg.

Arthur Mutton has joined the sales staff of Maxwell & Sons, Mitchell, Ont.

J. Fawcett and others are establishing sheet metal products factory at Regina.

Burglars blew open safe of Steel Company of Canada at Lachine and stole $150.

The Monarch Belt Co., Buffalo, propose erecting a belting factory at Bridgeburg.

A "Made-in-Lethbridge" exhibition was held in that Alberta city from June 24 to 28.

Construction on Pilkington Bros.' glass works at Thorold, Ont., has been commenced.

The D. J. Barker Co., Ltd., founders, Brighton, Ont., have obtained a provincial charter.

Moirs hardware store at Arnprior, Ont., was burglarized recently of $14 change in till.

The Dominion Steel Castings Co., Hamilton, intend putting a $90,000 addition to their plant.

The Ontario Steel Products Co., Ltd., Montreal, capitalized at $500,000, has been incorporated.

Wm. Isaac, manager of the Gurney Heater Co., Boston, Mass., was a recent visitor to Toronto.

The Canadian Wire Co., Ltd., have changed their name to the Colonial Wire Manufacturing Co., Ltd.

The Miville Mfg. Co., Sturgeon Falls, Ont., has been incorporated; capital $40,000; to make hardware and machinery.

A. T. Enlow, of the Stark Metal Co., Canton, Ohio, has joined the sales staff of the Pedlar People, Ltd., Oshawa, Ont.

Thomas Balaam, cashier for the Marshal-Wells Hardware Co., Ltd., Winnipeg, has gone on a visit to Bradford, England.

W. R. Reid, of Souris is the new manager of the hardware department in P. C. Duncan Co.'s store at Estevan, Sask.

The Kingston-Smith Arms Co. are taking over new quarters at Winnipeg and remodelling the premises with the intention of making them among the finest on the continent.

The Union Carbide Co., of Canada, Ltd., Toronto, has been incorporated. Capital $2,000,000. To make gas producing materials and appliances.

E. T. Wingate, assistant manager of the Gurney Foundry Co., Toronto, has returned from a trip to the Pacific coast in the interests of his company.

Thomas Young & Son, Hanover, Ont., have the contract for the new ventilating and heating system in the Walkerton public school. It is worth $2,000.

A number of hardware dealers in the smaller towns throughout Ontario have agreed to close their stores on some one afternoon every week during the summer.

The Clark Linseed Oil and Lead Co., Kansas City, offer to establish a flax mill and a paint and varnish factory at Brandon if the city lends the company $130,000.

Milton Carr, who recently retired from the hardware and general store business at Cobalt was banqueted by the civic officials and business men of the town before leaving for the south.

Yellow ochre quickly applied put out a fire in the Nicholson-Heritz hardware store at Kerrobert, Sask., caused by a disconnected joint in the gasoline lighting system. Mr. Nicholson had his arm burned in extinguishing the flames.

Oxygenated Stove and Heater Co., Ltd., Toronto. Ontario charter. Capital, $350,000. To make and sell stoves and heaters. Provisional directors, J. B. Burdick, A. W. Craig, T. E. Dunn.

W. S. Sampson, manager of the Gananoque Spring and Axle Co., has been appointed managing director of the Steel Products of Canada, an amalgamation of several spring and axle concerns.

The Canadian Rector Gas Heating Co., Ltd., Hamilton. Ontario charter. Capital $100,00. To make gas, gasolene, oil, electric lamps, devices and supplies. Provisional directors, J. F. Leishman, J. S. Barnum, J. B. McNary.

Recent hardware visitors from a distance to Toronto were: J. E. Crowe, Crowe, Ltd., Annapolis, N.S.; Watson Smith, Shubenacadie, N.S.; Alex. Ross, Yarmouth, N.S.; Kenneth McLeod, Thompson & Sutherland, N. Sydney, N.S.; J. Crossley, Crossley & Johnston, Crossbow, Sask. They were in attendance at the Presbyterian General Assembly.

R. H. Merriman, manufacturers' agent, 505 Spectator Building, Hamilton, is representing the Morrisburg Tack Mfg. Co., Morrisburg, Ont.; the Campbell Cotter Pin, made by the Dominion Chain Co., Niagara Falls; the Hotchkiss-Peck Mfg. Co., Bridgeport, Conn., toilet, barber and horse clippers, lawn sprinklers. He is after other lines, but has made arrangements for these only so far.

Harold G. Worth, cost clerk for the Aikenhead Hardware Co., Toronto, was killed on June 21 by a Grand Trunk train at Rosebank, where he and a number of companions were camping. He stood too close to the tracks as the train went by and the suction drew him against the forward end of one of the cars. Mr. Worth had quite a life-saving record, rescuing four people from drowning.

BUSINESS CHANGES

Quebec

Montreal—Langlois & Freres, hardware, dissolved.

Montreal—M. Robert & Co.'s stove stock sold by bailiff.

Montreal.—C. Verdon, hardware, assets advertised for sale.

Shawinigan Falls—Dufresne & Normand, hardware, registered.

Montreal—McArthur, Irwin, Ltd., paint makers, slight damage by fire.

Three Rivers—P. A. Gouin, wholesale hardware, stock damaged by fire, insured.

Montreal—Canadian Stove and Furniture Co. will erect $75,000 stove foundry at St. Laurent.

Montreal—Delorme Bros., wholesale hardware, dissolved, C. E. Delorme continuing under old name.

Montreal.—The Window Strip and Supply Co., capital $50,000, incorporated, to make fly screens, ventilators, etc.

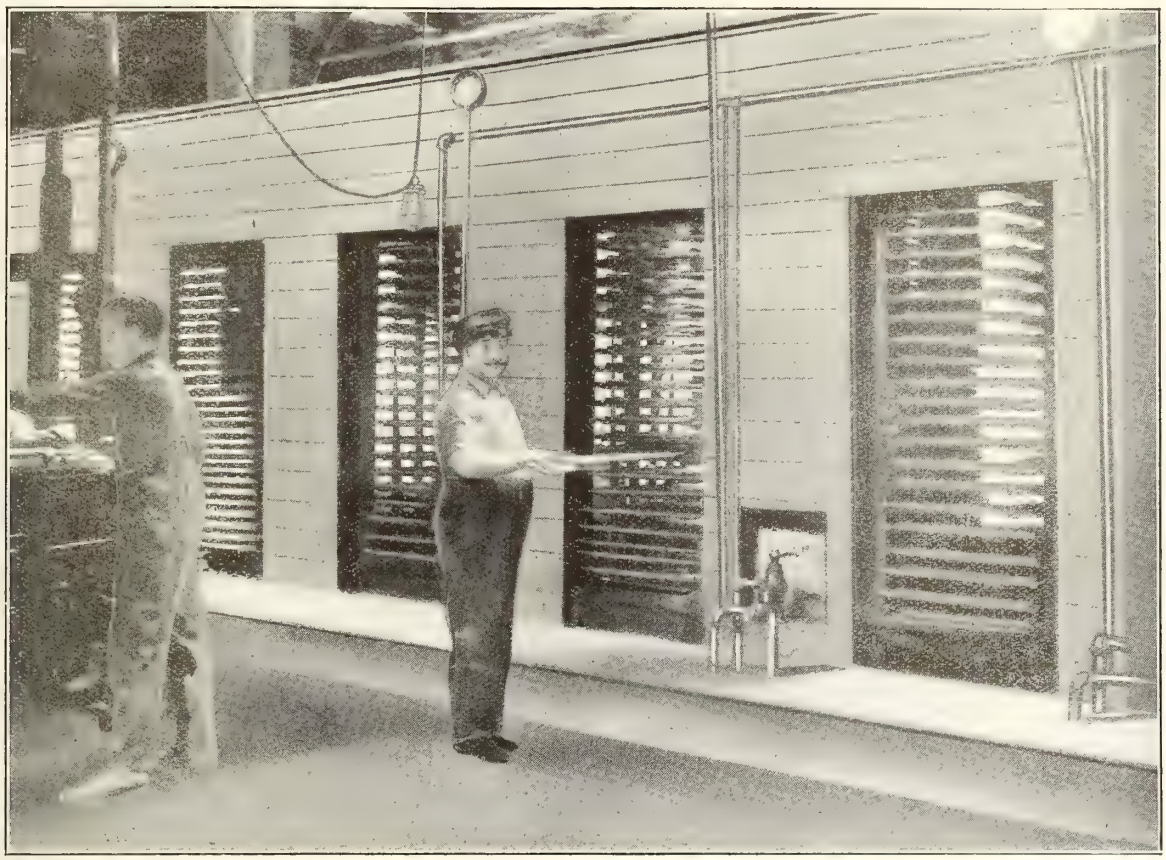
Ontario

Hamilton—F. B. Wright, stoves, sold.

Ottawa—Stephens Bros., paints, fire loss.

Hamilton—Ontario Lubricating Co., slight fire loss.

Bradford—Thornton Bros., hardware, sold business.



Pure Linseed Oil is the all-important ingredient in good Paint.

All practical painters know that satisfaction cannot be expected from paint made with inferior Linseed Oil. Pure Linseed Oil combines with the paint pigments and holds them together, and forms a tough elastic film that withstands the wear and tear of the weather. Paint made with adulterated or inferior Linseed Oil soon goes to pieces and does not afford satisfactory protection to the surface on which it is applied.

The above view shows the powerful hydraulic presses in our mill in Winnipeg. We established our Linseed Oil plant in the West in the midst of the country where the finest flaxseed is produced and where it is always available.

In the process of manufacture, we thoroughly clean the seed before it goes into the press, and we take great care to have the temperature and pressure just right to avoid pressing out the mucilaginous and other foreign substances which tend to lower the quality of the oil. C. P. Linseed oil is filtered and aged, and is of the highest quality because it is strictly pure.

You cannot afford to sell paints and varnishes made with inferior Linseed Oil if you wish to build a successful business. We use our highest quality Linseed Oil in making C. P. Paints and Varnishes, and they will give your customers lasting satisfaction. When they ask for Linseed Oil sell them C. P.

CP

PAINTS & VARNISHES
STAINS, ENAMELS, COLORS
a finish for every surface
THE CANADA PAINT CO. LTD, MONTREAL, TORONTO, WINNIPEG.

Ottawa.—Woodward & Dear, paint dealers, fire loss.
Thorold—Constable Bros. opened electrical supplies.
Cannington—W. A. Matthews, hardware, sold business.
Toronto—W. T. Campbell, hardware, sold to Jas. Owen.
Russell—A. H. Hope, tinsmith, succeeded by W. B. Murray.
Chatham—J. A. King sold hardware stock to D. H. Douglas.
Woodstock.—B. and J. Henry, electrical supplies, commenced.
Listowel—C. Zilliax & Son, hardware, succeeding Fred Howes.
Collingwood—Imperial Steel & Wire Co.'s plant damaged by fire.
Dundas—Canadian Abrasive Wheel Co. will erect $20,000 factory.
Ottawa.—J. O. Richard and I. House commencing hardware business.
Ottawa—Woodward & Dear, paints, etc., fire loss, partially insured.
St. Catharines—Steel and Radiation Co., building addition to plant.
St. Catharines—Canadian Warren Axe & Tool Co., building new plant.
Hamilton—Lomas and Nelson, commenced making electric and gas fixtures.
Pt. Robinson.—Standard Steel Construction Co., building $75,000 factory.
Welland—Canadian Billings Spencer Co., enlarging plant by $35,000 addition.
Sudbury—Dingle & Alger, electrical contractors, of North Bay, opened branch.
Ft. William—Fife Wholesale Hardware Co. will erect large modern office and warehouse building.

Manitoba

Kenton—J. A. Fraser, hardware, commenced.
Transcona—Dominion Tar and Chemical Co., fire loss.
Laberge—Power & Vick, of Rosetown, opening branch tinshop.
Le Pas.—A. T. Engebretson, opening tinsmith and plumbing shop.
Winnipeg—Pratt & Rundle, hardware, dissolved, E. C. Pratt continues.
Winnipeg—Reubin & Co., purchased hardware stock of estate of Pearl Genzer.
Winnipeg—Glenwright Heating Co., succeeded by Saul Bros., and tinsmithing added.
Lundar—Lake Manitoba Trading Co., hardware and general store, succeeded by Brickman Bros.

Saskatchewan

Edam—F. J. Clark, hardware, sold.
Allan—W. E. Hines, hardware, sold.
Pangman—McSherry & Chase, hardware, sold.

WEDDING BELLS

R. Humphrey C. Lockhart, of the Gurney-Massey Co., Montreal, son of R. J. Lockhart, manager of that office, was married on June 27 to Miss Gertrude L. McRae. The young couple are taking a trip to Newfoundland.

J. W. Willis, of the hotel range department of the Gurney Foundry Co., Toronto, joined the ranks of the benedicts during the past month.

Algonquin National Park

The Ideal Summer Resort for Camper, Fishermen, Canoeist



Camp Nominigan—In the heart of one of the best fishing districts in Canada

200 miles north of Toronto
Altitude 2,000 feet above sea level

175 miles west of Ottawa
Good Hotel Accommodation

The New Camp Hotel "Camp Nominigan"

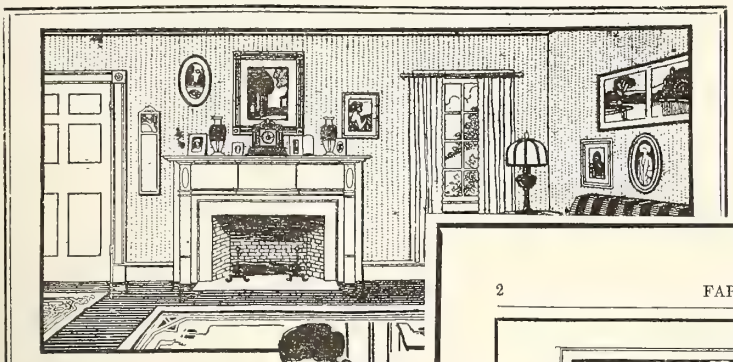
being inaugurated this season, will prove attractive. The sort of camp is new to the "Highlands of Ontario." It consists of log cabins constructed in groups in the heart of wilds comfortably furnished with modern conveniences, such as baths, hot and cold water always available.

Handsomely illustrated folder free on application to J. D. McDonald, Merchants Loan & Trust Bldg., 112 West Adams St. Chicago, Ill., F. P. Dwyer, 290 Broadway, New York; J. Quinlan, Bonaventure Station, Montreal; C. E. Horning, Union Station, Toronto; E. H. Boynton, 256 Washington St., Boston; A. B. Chown, 507 Park Building, Pittsburg, and M. H. Morgan, 285 Main St., Buffalo.

G. T. BELL, Passenger Traffic Manager
MONTREAL

H. G. ELLIOTT, General Passenger Agent
MONTREAL

554 FARMER'S ADVOCATE AND HOME JOURNAL, WINNIPEG





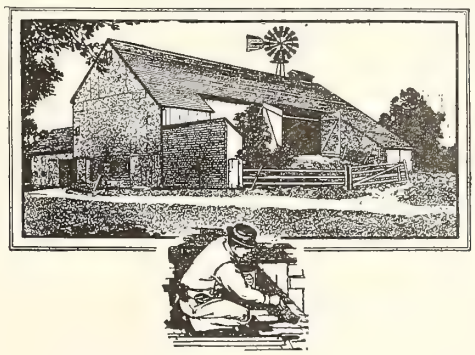
"I always do a little painting at house-cleanin

'It improves so much the appearance of the varic wholesome; and the walls, woodwork and floors, when pa keep clean." This is the experience of many expert hou ence too if you will use a little paint and varnish this s with S-W Floor Paint or Floor-lac. Use Family Paint on the walls with Flat-tone. Touch the shabby furniture

There is a Sherwin-Williams Agen

SHERWIN-WILI
PAINTS & VARN
A FINISH FOR EVERY
The Sherwin-Williams Co. of Canada, Ltd. : Montreal, Toront

2 FARMER'S MAGAZINE Advertising Section



The Time To Paint Is Now

Painting is important, not only because it makes your buildings look better and so raises their value, but more important because it protects them from the wear and tear of the weather. A few dollars spent in paint occasionally, saves many dollars spent in repairs or new buildings later on.

Look over this list and see what you need this spring to put your property in good shape.

SWP—Sherwin Williams Paint (Prepared) for buildings. You will find SWP on the homes of prosperous farmers, because they know it is the best paint value their money can buy

S-W Wagon and Implement Paint for all kinds of farm machinery, tools and wagons.

S-W Buggy Paint gives a finish that protects your rigs from the wear and tear they are put to.

S-W Varnish Stain and S-W Family Paint for brightening up furniture and wood-work about the house.

THERE IS A SHERWIN-WILLIAMS AGENT IN YOUR TOWN

SHERWIN-WILLIAMS



"When I have an odd moment, I do a little painting"

This is what a progressive farm owner said, and his farm is point ed out by the neighbors as being a prosperous, well-managed farm This man has discovered one of the secrets of success, do well ex pressed by the old adage, "A stitch in time, saves nine." He knows that farm machinery (as is a good deal), he knows that a little paint need occasionally will keep it in good shape.

Well painted farm implements do not rust, the woodwork does not crack or rot, and they keep in good condition for the longest possible time. Look around your farm today, and see if anything needs painting. Buy the paint at once, and use it at odd times. There is a Sherwin Williams Agent in every town.

SHERWIN-WILLIAMS
PAINTS & VARNISHES
A FINISH FOR EVERY PURPOSE

THE SHERWIN-WILLIAMS CO. OF CANADA, LTD. Montreal, Toronto, Winnipeg, Vancouver

COVER THE EARTH

Thousands of Property Owners Read These Ads.

One of the reasons for the growing demand for Sherwin-Williams Products is persistent and effective advertising.

The above cuts show some of the S-W Advertisements that have been appearing this season in the leading Farm Papers and Home Magazines. These advertisements appeal to the property owner, they make him familiar with the name Sherwin-Williams, and the uses and quality of S-W Products. No wonder then, that so many Property Owners go to the merchant who sells Sherwin-Williams Paints and Varnishes when they buy paint, etc.

Are you familiar with the S-W proposition? Ask us for our book "How to make Money in the Paint and Varnish Business", it will interest you.

THE SHERWIN-WILLIAMS CO.
of Canada, Limited.

PAINT, VARNISH & COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG
OFFICES & WAREHOUSES MONTREAL, TORONTO, WINNIPEG, VANCOUVER, LONDON, ENG

Market Situation

Hardware Markets.

The general hardware trade continues to be splendid. With a growing country such as Canada, of course, it is expected that trade records will be broken, and in the hardware field there is no exception to this rule. For some half a dozen years now the rate of increase has been very great, and year by year the high water mark has been passed. This year the rate of increase is greater still. As one jobber put it, "When the business sales are figured up, after the close of June, this spring's trade, so far as the eastern hardware jobbing houses are concerned, will show a total fully 35 or 40 per cent. greater than any previous spring's total."

The West is coming to its own again. Crop reports, which have been very glowing of late, has put buoyancy into the market, and the late summer and fall trade is expected to be equal at least to last year's record. There is no denying the fact, however, that things have been a little rocky in the West, and that collections have been off color, but hardware articles are in a line that is wanted always, and particularly in new quarters where much breaking in has to be done.

Prices are firm in practically all lines. Horseshoes are up; so are cut nails. Sash cord is down, following the cut in cotton, and so is hay wire. These are about the only changes for the past month.

Summer goods went rather slowly early in June, but towards the close the warm days hurried things somewhat. Screen doors, especially, in both city and country stores have, of late, been moving rapidly.

Retailers at all Ontario points report splendid trading. This statement of hardwaremen agrees with what dealers in other lines of merchandise are saying. Quebec and the Maritime also report good trading.

* * * *

Heating Goods.

It is rather early to speak of stove sales, but traders are preparing for the commencement of sales next month. The advance in the price of coal on the first of the month allowed dealers in the larger towns of Ontario to couple up some advertising of their heating lines with this fact.

Gas stoves in sections where there is natural or artificial gas have been moving well, and there is a growing tendency to buy stoves and ranges where previously small stoves and even plates had the call. Coal oil, gasoline and kerosene stoves in country sections have, as was expected, been selling well. Dealers in the smaller points approached on the question all agree that the oil stove line for them has been a good one, particularly as now they have a variety of good lines to offer.

Furnace installation work goes merrily on. Judging by the number of hot air furnaces going into large farm houses this line seems to have quite the preference, outside of cities and towns, over water or steam. Installation work is keeping sheet metal men busy, and in the smaller centres the difficulty appears to be to get men enough to do the work.

In the cities there are so many men in the business that the trade is more cut up than it should be, and there is a temptation to cut prices to get the business. At present this tendency is not so strong as a few weeks ago, because there is much more work to go round.

Ontario and the East generally wherever building is active, show good prospects for furnace right up to the end of the year. One good feature is the way the provinces east of Quebec are anticipating their needs. This is a new condition for them.

Prices on the whole are steady and firm.

* * * *

Metal Markets.

Though prices in metal fluctuate more or less from day to day, taking the whole month of June the market situation at the close is much the same as when it commenced.

Both tin and lead declined the first week of the month, but recovered themselves before many days had gone by. Many of these changes are due to speculations in metal stocks rather than being due to the law of supply and demand.

The monthly slumps took place about the middle of June, but things righted themselves again within the following week.

As showing the comparison of prices and what can be done in actual sales the Standard Oil Co. recently placed with Richard Thomas & Co., whose tinplate mills are located at Swansea and Llanelly, an order for 70,000 boxes of tinplates, and the contract prices are stated to be $3.43 and $4.83 f.o.b. Swansea.

These prices are remarkably low in view of the current price of tin and the abnormal figures paid for steam and bituminous coal. At present the following prices per ton are paid, delivered at the local tinplate works for manufacturing coal: Small coal for mills, $3.64; small coal for steam, $3.28; "through" coal for annealing, $3.89; "through" coal for steel works, $3.89. These figures are $1 to $1.45 per ton more than in 1912. It is also a fact that most tin works contract for coal for periods of 6 or 12 months, so that in the great majority of cases contracts for coal expired on December 31, 1912. It is therefore safe to base that the present figures will be in force for the first moiety of 1913, and I have elicited from local colliery owners that there is no likelihood of any material abatement in the foregoing prices during the whole of the current year. Owing, however, to the recent depression in the Welsh tinplate market the manufacturers are understood to have on hand a large surplus stock of finished tinplates.

* * * *

Paints and Oils.

This is one line that does not appear to be affected adversely by any trade wind. True, speculation enters into turps, and oils, but the paint, varnish and polish articles keep steadily moving in volume and hold firm in price.

Manufacturers appear to be satisfied with passing business, which they report is splendid. Even in the West they seem to be pleased, both with orders and the way collections are being turned in.

White lead is selling well, and there is the usual seasonable call for oil and turpentine.

Summer lines of varnishes and polishes have been moving exceedingly weak the past fortnight, and as for mixed paint both dealers and manufacturers have been doing very good business the whole month past.

The market remains firm with prices unchanged.

The International Linseed Co., Winnipeg, has been incorporated.

NEW
ERA
PAINT

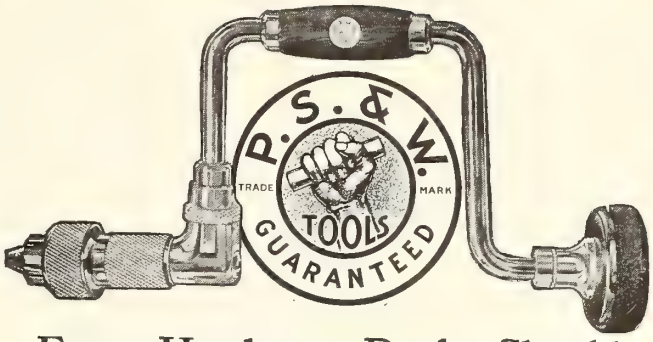
The Paint of Endurance

The **Quality** of New Era Paint is our first consideration. We have spared no expense in its manufacture and as a result it will last longer, cover a larger surface and give a more brilliant finish than many other much higher priced paints.

New Era will stand the most rigid inspection and is sold at a price within the reach of Every Painter.

Place a trial order with us today.

Standard Paint & Varnish Co.
LIMITED
Windsor, Ontario



Every Hardware Dealer Should Have this P. S. & W. Brace in Stock

ITS Ball-bearing Chuck grips any type of drill-shank like a vise, and can be tightened or released by a turn of the wrist. Forged-steel alligator jaw, steel sweep, cocobolo center and steel-capped lignum-vitæ head with dust-proof ball-bearings.

Write for catalog 12-B, describing the largest line of mechanics' hand-tools offered by any maker.

The following jobbers handle P. S. & W. Tools and will no doubt order any tool you wish, if they haven't it already in stock. If you find it hard to secure P. S. & W. Tools, write us.

Calgary—J. H. Ashdown Hdwe. Co., Ltd.; Wood, Vallance & Adams, Ltd. **Hamilton**—Wood-Vallance, Ltd. **London**—D. H. Howden & Co., Ltd.; Hobbs Hdwe. Co., Ltd. **Montreal**—Caverhill & Learmont; Frothingham & Workman, Ltd.; L. H. Heberte & Cie, Lte.; Lewis Bros. Ltd. **Saskatoon**—J. H. Ashdown Hdwe. Co., Ltd. **Toronto**—H. S. Howland Sons & Co.; Kennedy Hdwe. Co., Ltd.; Rice, Lewis & Son, Ltd. **Winnipeg**—J. H. Ashdown Hdwe. Co.; Merrick-Anderson Co.; Miller-Morse Hdwe Co., Ltd.; Wood, Vallance Co., Ltd.

The Peck, Stow & Wilcox Co.
MFRS. of Mechanics' Hand-Tools, Tinsmiths' Machines, Builders' and General Hardware
Established 1819
Address 28 Murray St., New York, N. Y., U.S.A.

The Day of
"The Peddler and his Pack"
Is Past

We sincerely believe the above. We never have and do not peddle

"OAKVILLE"
Pure Aluminium Ware

from door to door. We absolutely will not sell direct to the consumer, but

TO THE TRADE ONLY.

To the Trade we wish to say that we are supporting and helping them in every way we can. We do not wish to be confused with any companies who peddle Aluminium Ware throughout the country.

We are in business—heart and soul, and our great desire is to give both the Trade and their customers the best possible service and profit.

We believe we can do this most satisfactorily by maintaining the present high quality of OAKVILLE ALUMINIUM WARE and by selling through the Trade only.

WARE MANUFACTURING COMPANY
Limited
OAKVILLE - - - ONTARIO
Western Distributors: MONCRIEFF & ENDRESS Limited
Scott Bldg., Winnipeg, Man.

Look for this Trade Mark

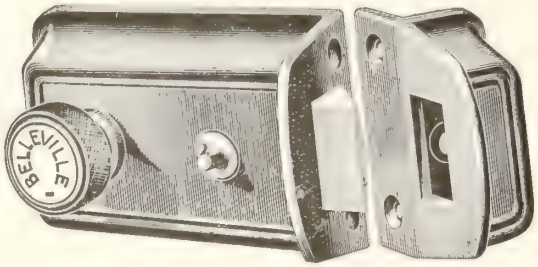
WARE MFG. CO. LTD.
OAKVILLE
PURE ALUMINIUM WARE

on every utensil.

WRITE FOR OUR MONTHLY ASSORTMENT







Do you handle Belleville No. 99 Cylinder Night Latch? If you will ask your jobber for it and compare with any Night Latch on the market at the same price, you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.

HIGH GRADE BUILDERS' HARDWARE

The Kind That Brings Repeat Orders

We manufacture a complete line of guaranteed

BUTTS HINGES
HASPS STAPLES
NAILS ETC.

and our long established reputation stands behind our guarantee. Send us a trial order and test the selling qualities of our goods.

Write for a Catalogue to-day

COWAN & BRITTON
LIMITED
GANANOQUE, ONTARIO

Hardware Window Dressing

Sent post paid for $2.50

The recognized authority on window displays in hardware stores. Every merchant and clerk should have a copy. :: Well bound in cloth.

COMMERCIAL PRESS, Ltd., 32 Colborne St., Toronto

"STORE MANAGEMENT COMPLETE"

272 Pages ***ONLY ONE DOLLAR*** 13 Chapters

Tells all about the management of a Store, so that not only the greatest sales but the largest profit may be realized.—By Frank Farrington.

COMMERCIAL PRESS, Ltd., 32 Colborne St., Toronto

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863 INCORPORATED 1895

Twelve Medals of Award at INTERNATIONAL Expositions



Special Grand Prize GOLD MEDAL Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

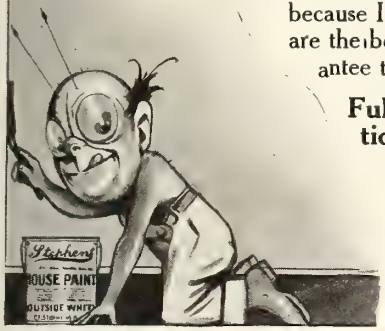
G. & H. BARNETT COMPANY, Philadelphia, Pa.
OWNED AND OPERATED BY NICHOLSON FILE CO.



HERE I am in a new paper,—and do you know I kind o' like it. My name is S. P. Gynk and I'm working twenty-four hours a day, and three hundred and sixty-five days a year for

Stephens'

PURE READY MIXED PAINTS



There's a dealer handling Stephens' Paints in nearly every town in Western Canada and getting the bulk of the paint business, partly because I work for them, but chiefly because Stephens' Paints are the best, Stephens' service the quickest, and Stephens' guarantee the safest,—the guarantee of satisfaction.

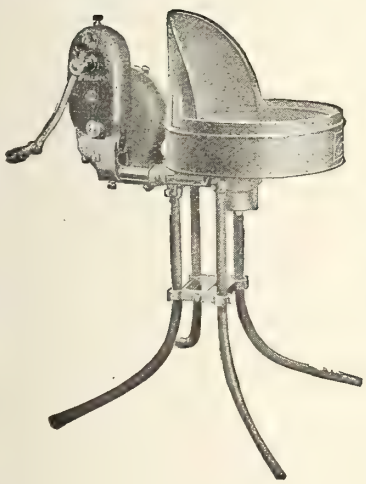
Full particulars re Dealer's agency proposition to be had from

G. F. Stephens & Co., Limited

PAINTS, OILS and GLASS

Winnipeg, Man. **Branch at Calgary**



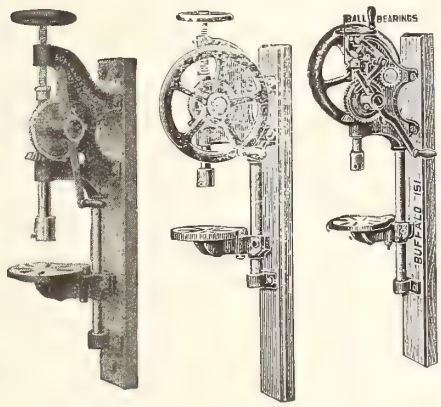


No. 625

The World's Standard Rivet Forge. Has full size 12-inch blower, operated by crank. Will last and do good work years after other forges are worn out.

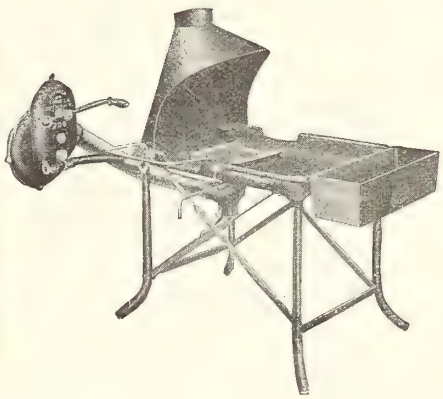
"MADE IN CANADA"

Catalogue No. 144 on request



No. 149 **No. 150** **No. 151**

Buffalo Ball Bearing Post Drills. We make a complete line for Blacksmiths, Horse Shoers, Farmers, etc.



Buffalo Forge No. 650 with the Famous "200 Silent Blower," 1911 model

"Buffalo" Forges, Blowers, Drills *and* Exhaust Heads

The eyes of every user of blacksmith tools are upon the "Buffalo" line. If you want to travel along the line of least resistance, offer your customer the "Buffalo" forges, drills, blowers, punches, shears and other blacksmith tools. Ask us for catalogue and information which will bring to you trade which may now be passing by your door.

Canadian Buffalo Forge Co., Limited

MONTREAL



Buffalo Exhaust Head

PREVAILING MARKET PRICES.

Toronto, June 30th, 1913

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots	0 25
Antimony, per lb	0 11
Brass rods, ½ to 1 inch	0 23
Sheets, up to 20 gauge	0 27
Tubing, 1 inch, base	0 26
Copper ingots, casting	0 18½
Sheets, plain, 14 oz. base	0 29
Sheets, tinned, 14 oz. base	0 30
Sheets, plenished, 14 oz. base	0 37
Sheets, braziers	0 29
Bars, round ½ to 2 in	0 27
Black Sheets, 28 gauge base.	
Toronto	3 00
Montreal	2 80

Canada Plates—

Ordinary, 52 sheets, Toronto	3 10
All bright, 52 sheets	4 15

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—

22 gauge, per squire	6 75
24 gauge, per square	5 50
26 gauge, per square	
28 gauge, per square	4 00

Galvanized Sheets. Case lots 25 cents less.

	Fleur de Lis	Queen's Head
16-20 gauge	3 45	3 70
22-24 gauge	3 40	3 75
26 gauge	3 80	4 15
28 gauge	4 15	4 35

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (English)	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—

Black, base, 1 inch	4 54
Galvanized, base, 1 inch	6 19

Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers 60 and 10; flanged, unions, 70; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.

Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

Bar Iron, per 100 lb. (Toronto)

	2 00
Forged iron	2 20
Refined horseshoe iron	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65

Pig Iron, car lots, f.o.b. Toronto

Canadian foundry, No. 1	21 00
Middlesboro, No. 3	21 25
Radnor (charcoal)	32 50

Lead, Canadian pig	5 00
Imported pig, 100 lb.	5 50
Bar pig	7 00
Sheets, base, 2½ lb. sq. ft	8 00
Pipe and waste	9 00
Traps and bends	30 p.c.
Solder, half and half, lb.,	30
Spelter, foreign, per 100 lb.	7 25
Sheet Zinc	8 25
Tin, ingots, 100 lb.	53 00

Tin Plates, charcoal—

M L S, Famous (equal Bradley)	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

Dominion Crown Best"—Retinned.

I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.

I C, 14x20 base	4 35

Terne Plates.

I C, 20x28, 112 sheets	7 50
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates.

I X X, 14x60, 50 sheet bxs	7 00

Tinned Iron.

72x30 up to 24 gauge, case lots	7 75
72x30 up to 26 gauge, case lots	8 50

Scrap Metal, Dealers' Buying Prices—

Heavy Copper and Wire lb.	13
Light copper bottoms	11
Heavy red brass	11
Heavy yellow brass	
Light brass	06½
Tea lead	02½
Heavy lead	3½
Scrap zinc	4½
No. 1 wrought iron	8 00
Machinery cast scrap, No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—
Gallon tins 1 00 1 10

Chemicals, in casks, per lb.—

Arsenate of lead	0 10½
Sulphate of copper (blue Stone)	0 06
Litharge, ground	0 09
Litharge, flaked	0 10
Green copperas (green vitriol)	0 01
Sugar of Lead	0 09

Colors in Oil—

Venetian red, 1-lb. tins, pure	0 12
Chrome, yellow, pure	0 20
Golden ochre, pure	0 13
French ochre, pure	0 12
Chrome green, pure	0 10
French permanent green, pure	0 15
Marine black, 25 lb. irons	0 09
Signwriters' black, pure	0 17
Glue, in sheets 0 10	0 15
1 lb. packages (Brantford)	0 25

Petroleum—

Can. Prime white, gal.	0 12
U.S. Water white	0 13½
U.S. Pratt's astral	0 15½
Castor oil, per lb., in bbls. 0 08	0 09
Motor Gasoline, single bbls.	0 17½
Benzine, per gal, single bbls.	0 15½
Putty	1st.
Bulk 100 lb. drums	3 50
Bladders in barrels	3 75

Ready Mixed Paints—
Per gallon, qt. tins. 1 65 2 00

Red Lead (Dry)—

Genuine, 560 lb. casks, per cwt.	
Genuine, 100 lb. kegs, per cwt.	

Shingle Stains—
In 5-gallon buckets 0 95

Turpentine and Linseed Oil—

Pure Turpentine, single barrels	0 62
Linseed Oil, single barrel, raw	0 55
Linseed Oil, single barrel, boiled	0 58
Rosin, "G" grade, bbl. lots, 100 lbs.	3 60

Varnishes, per gal. cans—

Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½ pints,, per gross	8 00
Pure white shellac varnish, in barrels	1 75
Pure orange shellac varnish, in barrels	1 70

White Lead ground in oil—

Canadian pure, less than tons	8 40
Canadian pure, ton lots	8 25

White Zinc—

Extra Red Seal, V.M. (dry)	0 07½
Pure, in 25-lb. irons (in oil)	0 10

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50

Toronto, 15 p.c.

Miscellaneous—

Beeswax, per lb.	0 45
Orange mineral, 100 lb. kegs	0 09½
Pine tar, ½ lb. tins, doz.	0 60
Plaster of Paris, bbl.	3 00
Paris white, bbls.	0 90
Whiting, gilders, bolted	1 00
Whiting, plain	0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes 0 05¾

Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.

Forges—
Blacksmith's portable, 135 lbs. 9 85

Horse Nails—
$2.80 per box base No. 9 and larger; Samson No. 10 base 2 25

Horseshoes—Iron, light & medium No. 1 and smaller, $3.90; No. 2 and larger, $3.75; snow pattern, No. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25 lb. boxes.

Wire Nails, base 2 40
Cut nails—Montreal, $2.60; Toronto, $2.85.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.

Annealed Wire, base $2.50

Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs extra.

Clothes Line Wire—No. 19, $2.10 per 100 ft,

Coiled Spring Wire—
High Carbon, No. 9, $2.25; No 12, $2.40, Montreal.

Fine Steel Wire 25 per cent

Galvanized Wire—From stock f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.

Poultry Netting 2 in. mesh, 19 w.g., 60 and 2½ p.c.

Smooth Steel Wire base, $2.35

Wire Fencing, car lots—Toronto

Galvanized, No. 9	2 45
Galvanized, plain twist	2 60

Fence Staples—Bright, $2.60; galvanized, $2.85.

Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅜, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.

Wrought Staples—

Galvanized	2 85
Plain	2 60

Vises, per lb. 0 12

Hinged pipe vise, 25 lbs.	3 55
Saw vise	4 50 5 00
Blacksmiths', 60; parallel,	45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz.	12 50	14 00
Axes — Single bit, per doz.	6 00	9 00
Samson		9 00
Double bit, per doz.	10 00	12 00
Bench axes	6 75	10 00
Broad axes	22 75	25 00
Hunters' axes	5 00	6 00
'Boys' axes	5 75	6 50
Lathing hatchets	4 70	10 00
Shingle hatchets.	1 45	6 75
Claw hatchets	1 70	5 00
Barrel hatchets	5 50	6 85

Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder. "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs.; net extras as follows: chilled 40c.; buck and seal 80c.; No. 28 ball $1.20 per 100 lbs; bags less than 25 lbs. ½c. per lb. f.o.b. Montreal, Halifax and St. John. f.o.b. Toronto, Hamilton and London, add 25c. per 100 lbs.

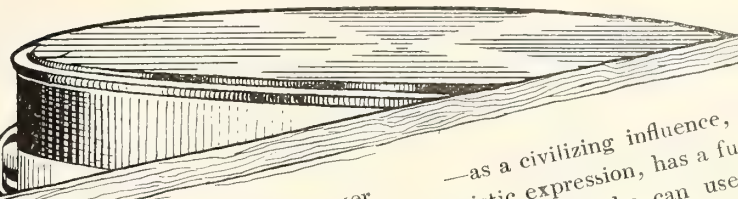
Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40
Jennings' Gen. auger, net list
Tobin High Speed, 50 and 5; Tobin Never-Choke, 60 and 5.

Barn Door Hangers—

Double strap hangers, doz. sets	6 50
Standard jointed hangers, doz. sets	6 45
Steel, track, 1 x 3-16 in. (100 ft.)	3 25

Bolts and Nuts—
Carriage Bolts, common new $1 list.
Carriage Bolts, ⅜ and smaller, 60 and 15 p.c.
Carriage Bolts, 7-16 and up, 55 p.c.
Carriage Bolts, Norway Iron ($3 list), 60 p.c.
Machine Bolts, ⅜ and less 65 and 5 p.c.
Machine Bolts, 7-16 and up, 57½ p.c.
Plough Bolts, 55 and 5 p.c.
Blank Bolts, 57½ p.c.
Bolt Ends, 57½ p.c.
Sleigh Shoe Bolts, ⅜ and 55 and 10 p.c.
Sleigh Shoe Bolts, 7-16 and larger, 50 and 5 p.c.
Coach Screws, new list, 70-10 p.c.
Nuts, square, all sizes, 4¼c. per lb. off.
Nuts, hexagon, all sizes, 4¼ per lb. off.
Stove rods, per lb., 5 ¼c to 6c.
Stove Bolts, 80.

The PEER of all PAINTS



The paint dealer who simply sells paint, never builds up a very substantial, or permanent paint business.

The man who can only talk lead and oil and pigment, without any understanding of the relation of these things to the great economical value of paint, soon runs dry. His sales' arguments lose their force and he drifts at the mercy of the buying public.

On the other hand, the dealer who realizes the value of paint as a protecting agent —as a beautifier—as an economical means for the conservation of wealth—as an aid to sanitary conditions —as a civilizing influence, and as a vehicle for artistic expression, has a fund of information on subjects which he can use as a basis for sales' arguments that will attract trade to his store.

In addition, if he sells **Martin-Senour Paints and Varnishes,** he has a line that will back up every argument he makes, and the people will pay him a profit because he will sell them suggestions and new ideas along with the material. We will help you sell service—the goods will sell themselves. If you want to make the Spring of 1913 the most successful season in your career, put in these service-goods today.

100% PURE

The Martin-Senour Co.
(LIMITED)
Montreal Chicago Winnipeg Lincoln

PUTS PROFIT IN THE DEALERS POCKET

RAMSAY'S PAINTS

"THE RIGHT PAINT TO PAINT RIGHT"

This truth is growing larger and larger in the minds of all paint users, and the dealer who links up with our advertising and sales promoting organization is making absolutely no mistake

A. RAMSAY & SON CO.

Established 1842 **Montreal**

Bells Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells. No. 1, $1.65.

Building Paper, Etc.—
Tarred slater's paper, per roll 0 70
O.K. paper, No. 1, per roll 0 95
Plain Fibre, No. 1, per 400 ft. roll 0 50
Tarred Fibre, No. 1, per 400 ft. roll 0 62
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll.. 0 40
Resin sized Fibre, per roll 0 42
Asbestos building paper, per 100 lbs. 4 00
Heavy straw, plain & tarred, per ton 37 00
Carpet Felt, per 100 lbs.. 2 60
Tarred wool roofing felt, per 100 lb. 2 00
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 75
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll. 1 15
3 ply complete, per roll. 1 85
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 65, 10 and 5 p.c.

Cement—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe—
2 inch, in 10 ft. lengths.. 3 30
3 " " .. 4 00
4 " " .. 5 28
5 " " .. 7 26
6 " " .. 8 80

Door Knobs—Canadian, 45 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 50 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavestrough—
8 in. in 100 ft. lengths.. 2 90
10 " " .. 3 15
12 " " .. 3 68
15 " " .. 5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American, Kearney & Foot, Globe, all 75; Black Diamond and Nicholson 66⅔; Jewett's (English list) 27½ Delta 66⅔.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 p.c.—
Samson, best quality, 47½ per cent.
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 45 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring) — Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz., $7.00.
Lift Tabular and Hingle Plain, per doz., $5.25.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70

Locks and Keys—Canadian 50 and 19 per cent.

Mallets— Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—
Sisal rope 0 12
Pure Manilla rope 0 17
"British" Manilla ... 0 13
Cotton, 3-16 inch and larger 0 24
Russia Deep sea 0 16
Jute 0 09½
Lath Yarn, single 1¼
Lath Yarn, double ... 0 11½

Sisal bed cord, 48 feet, per doz. 0 65
Sisal bed cord, 60 feet, per doz. 0 80
Sisal bed cord, 72 feet, per doz. 0 95

Cotton clothes line, 18 off.
Bag, Russian twine, per lb. 0 27
Wrapping, cotton, 3-ply twine 0 26
Wrapping, cotton 4-ply twine 0 30
Mattress twine, per lb. 0 45
Staging twine, per lb. 0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 90
Mrs. Potts, No. 50, nickle-plated, per set..... 1 00
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—
Sectional, ½ lb. each, per 100 lbs. 2 5
Solid, 3 to 30 lbs 1 70

Sash Cord—No. 8, per lb. 0 28½

Screws—Wood, F.H., bright and steel ..... 85 10 and 7½
Wood, R.H., bright 80 10 and 7½
Wood, F.H., brass ..75 10 and 7½
Wood. R.H., brass ..70 10 and 7½
Wood, F.H., bronze 70 10 and 7½
Wood, R.H., bronze 65 10 and 7½
Drive screws .....85 10 and 7½
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 p.c.
No. 3 and 4 grade, 45 per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples—
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes —
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 85
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; straw berry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent.
Plain and retinned, 75 and 12½.

Traps (steel game) — Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows—
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.55 per 100 sq ft.; in 50-ft. rolls, $1.60 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 and 10 per cent

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16x24, $1; 18x30, $1.15; 18x36, $1.95.
Flat rim enameled sinks 16x24 $2.65; 18x30, $3.10; 18x36, $. 5

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent
Premier steel ware, 60 and10p.c.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.
Flaring pattern, 50 per cent.
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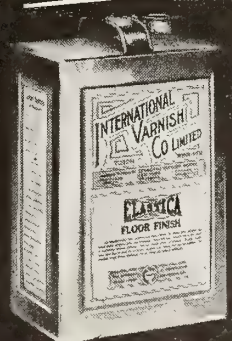
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Toronto Established 1882 **Canada**

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street **Toronto**
52 Canada Life Building **Montreal**

A-BEST-O

Automatic Electric Iron

The Iron with Self-Control

Uniformly maintains any degree of heat between 200 and 600 degrees Fahrenheit.

Made in Canada by
Taylor-Forbes Company, Limited
Guelph - Ontario

THE DOVER MFG. CO.

Canal Dover, Ohio, U.S.A.

When writing to advertisers, kindly mention the Canadian Hardware, Stove & Paint Journal

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THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

Manufacturers of a Complete Line of
Measuring Tapes and Rules

Our goods have so many commendable features that they have become POPULAR ABOVE ALL COMPETING LINES. Their ACCURACY, their DURABILITY, the very TRADE-NAMES, RELIABLE, CHALLENGE, etc., ARE RECOGNIZED INSTANTLY WHEREVER MEASUREMENTS ARE TAKEN.

OURS ARE THE ONLY MEASURING TAPES AND RULES MADE IN CANADA.
THEY ARE SOLD THROUGH THE JOBBER AND WE PROTECT THE DEALER.

ALL THIS AND MORE THE TRADE-MARK **LUFKIN** STANDS FOR

RED
S
BRAND
WINDOW
GLASS



GLASS
BENDERS
TO
THE
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror and Ornamental Glass

TORONTO

Atkins Always Ahead

We are again

FIRST to the FRONT — **With a NEW Idea**



Our new and beautiful Embossed Handles will hereafter be furnished on all Silver Steel Hand Saws that have heretofore been carved, without extra charge.

"The Finest on Earth"



If you are progressive—if your Saw stock is up to the last minute—if you want to offer your trade the very finest and latest ideas and improvements in Saws—then you must show them

ATKINS SILVER STEEL SAWS

with the *new improved embossed handle*. Remember we are the originators. It is our idea. No other Hand Saws in the world are made with *embossed handles*. Your customers will appreciate the beauty and originality of this fine manufacturers brand. Every carpenter in town will want one or more of these Saws with the *new handle*. Now is the time to get in at the start. Order a supply of the new

ATKINS SILVER STEEL SAWS

with the *new embossed handle*. It's a novelty. Put it in your window with a card. Get ahead of your competitors with this new idea. Your jobber should supply you—if he won't then write to the nearest address below.

E. C. Atkins & Company, Inc.

The Silver Steel Saw People

Home Office and Factory, Indianapolis, Ind. — **Canadian Factory, Hamilton, Ont.**

Branches carrying complete stocks in the following cities. Address E. C. ATKINS & CO.,

Atlanta	Minneapolis	Portland	Vancouver, B. C.
Chicago	New Orleans	San Francisco	Sidney, N. S. W.
Memphis	New York City	Seattle	

Agents for Great Britian,
John Shaw & Sons, Wolverhampton, Ltd.

3 Rue Scribe, Paris, France
52 Kaiser Wilhelmstrasse, Hamburg, Germany

REMINGTON UMC

ANNOUNCEMENT

Remington-UMC
made in Canada

BEGINNING July 1, we shall expect to supply all Canadian dealers in Remington-UMC ammunition from our new factory at Windsor, Ontario.

Work on the factory is progressing rapidly. We shall soon be preparing stock of Dominion-made Remington-UMC for your autumn requirements.

The plan of establishing a Remington-UMC factory in Canada is not a new one with us.

The demand for this ammunition from all parts of the Dominion is growing so rapidly that an exclusively Canadian establishment has long been the only logical outcome.

Remington-UMC is the ammunition for you to feature—because no dealer can escape being judged by the reliability of the ammunition he carries.

Remington-UMC shot shells and metallics for every make of good firearm used in the world of sport. Place your orders now for delivery.

Remington Arms—Union Metallic Cartridge Co.
Windsor Ontario

ONE DOLLAR YEARLY

Review of Fall Trade Business Conditions in Western Canada

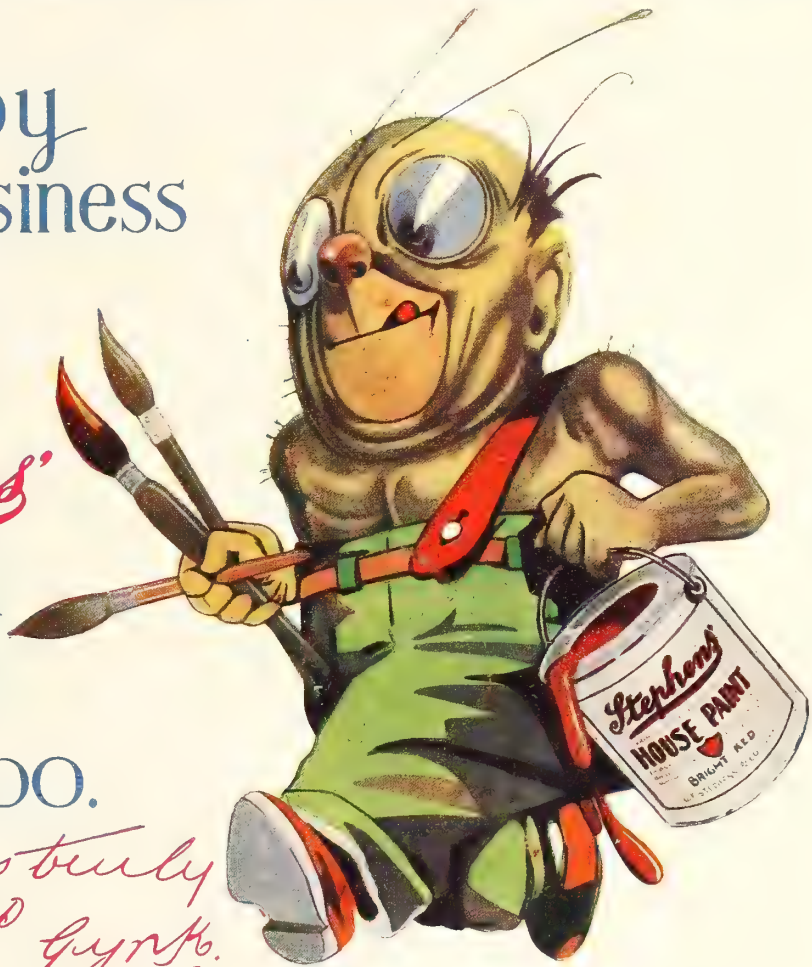
AUGUST, 1913.

CANADIAN HARDWARE
STOVE & PAINT JOURNAL

VOL. 5. Published Monthly by The Commercial Press, Limited, 32 Colborne Street, Toronto No. 8.

Stephens' WINNIPEG CANADA

I'm happy 'cause business is good. Sell Stephens' REGISTERED TRADE MARK Paints and yours will be good too.



Yours truly
S. S. Gynt.



THERE is a bigger and more profitable business to be done by Western Paint Dealers if they take the Agency for Stephens'

The PAINT with a reputation for assured satisfaction

FOR AGENCY PROPOSITION WRITE

G. F. Stephens & Co., Limited, WINNIPEG, Man.
Branch at CALGARY, Alta.

PAINT AND VARNISH MAKERS

TRADE Gillette MARK

KNOWN THE WORLD OVER

Take a Leaf From The Book of Other Dealers' Experience

THERE are quite a few dealers in Canada who have lost time and money in working out the right policy in regard to Safety Razors. Their experience may be valuable to you.

THEIR commonest mistake has been in spreading their energies and capital over too many different makes, instead of concentrating on, say, two—the best $5.00 razor, to be sold wherever possible, and the best of the low-priced razors, for those customers who absolutely refuse to pay the higher price.

FEARING, perhaps, to miss supplying the big demand predicted by salesmen, they have stocked a few Safety Razors of almost every kind, only to find that the promised advertising, the satisfaction to users, and the resulting sales, have fallen far short of expectations.

IN an effort to clear out these slow-moving lines, some have made the further mistake of holding back the Gillette Safety Razor, for which there is probably a stronger steady demand than for all the others put together. Naturally, this has lost them sales, and created dissatisfaction among those who did buy the others.

THUS these dealers have lost business, goodwill and the opportunity to establish themselves first as local headquarters for the world's best razor, the Gillette.

YOU'LL never regret a decision to concentrate your selling efforts and capital on the Gillette, the one Safety Razor whose principle is right—whose reputation is established and continually strengthened by vigorous advertising—whose price allows a substantial profit—which always gives satisfaction to customers, and brings them back regularly to your store for new blades.

MEMBER OF CANADIAN HARDWARE MANUFACTURERS EXHIBITORS ASSOCIATION

Gillette Safety Razor Co. of Canada, Limited

Office and Factory: **The New Gillette Bldg., Montreal**

Draws Results from British Columbia

W. C. DREW & SON, Vancouver, B.C.

Gentlemen:—I notice by Canadian Hardware Stove & Paint Journal that you are agents for Empire furnaces and registers of Owen Sound.

I am a Contracting Plumber and Tinsmith in Vernon. I would like if you would send me a catalogue and discount sheet for your furnaces. I have Contracts for four furnaces now and I have not yet placed the order for them. I refer you to the Royal Bank, Vernon, W. R. Megaw, or Bank of Montreal, Almonte, Ontario, where I was in business for 17 years until I got burned out two years ago. I used to handle these goods, especially Registers in Almonte.

Yours truly,

Vernon, B.C., May 18, 1913. (Signed) B. KAUFMAN.

FRONT AND BACK COVER ADS.

PREFERRED POSITIONS AVAILABLE

¶ During the remaining months of 1913 and during 1914 the FRONT COVER of Canadian Hardware Stove & Paint Journal is available as follows: November, 1913, March, May, July, and remaining months in 1914, while the BACK COVER is available any month beginning with November, 1913.

¶ These cover positions, printed in two or more colors provide special opportunities to advertisers to increase the effectiveness of their advertising campaigns far in excess of the slight increase in the appropriations necessary for their use.

¶ The cost of front cover announcements, in two colors of ink, is Sixty Dollars per issue, and back covers in two colors of ink is Fifty Dollars per issue.

¶ Reservations can be made by advertisers for any open dates, only two front covers being allowed to one firm during one year.

When ordering state month preferred

CANADIAN HARDWARE STOVE & PAINT JOURNAL

32 Colborne Street TORONTO

A Word of Appreciation

One of the very best trade papers that come to us each month is the CANADIAN HARDWARE, STOVE & PAINT JOURNAL of Toronto, Ont. It has that attractive typographical appearance which always appeals; but more, its contents are informing, up-to-date, inspiring and eminently practical. The hardware dealers of Canada are to be congratulated upon having such a wide-awake leader to blaze the way to better things.—

Hardware News, Detroit.

The Ullman Safe is a Safe Investment for the Dealer



THE use of a safe in the home as well as the office has become a recognized necessity and there is an ever increasing demand for a safe that is a real protection against fire and all other destroying elements.

The Ullman Safe contains all those exclusive features which afford the greatest possible sense of security, and is the only practical, small safe built.

A few of the many reasons for the great popularity of the Ullman Safe are :

- ¶ It is light in weight and can be easily moved.
- ¶ It is small in exterior dimensions and takes up the least possible space.
- ¶ It is guaranteed against moisture and corrosion in the interior.
- ¶ It is sold at a price to meet the popular demand.

ULLMAN SAFES

Won't stay long with a live hardwareman

The filling never deteriorates, it does not depend upon the moisture in the cement for its fire protection, it depends upon Asbestos filling and an air space which remain always the same for any number of years.

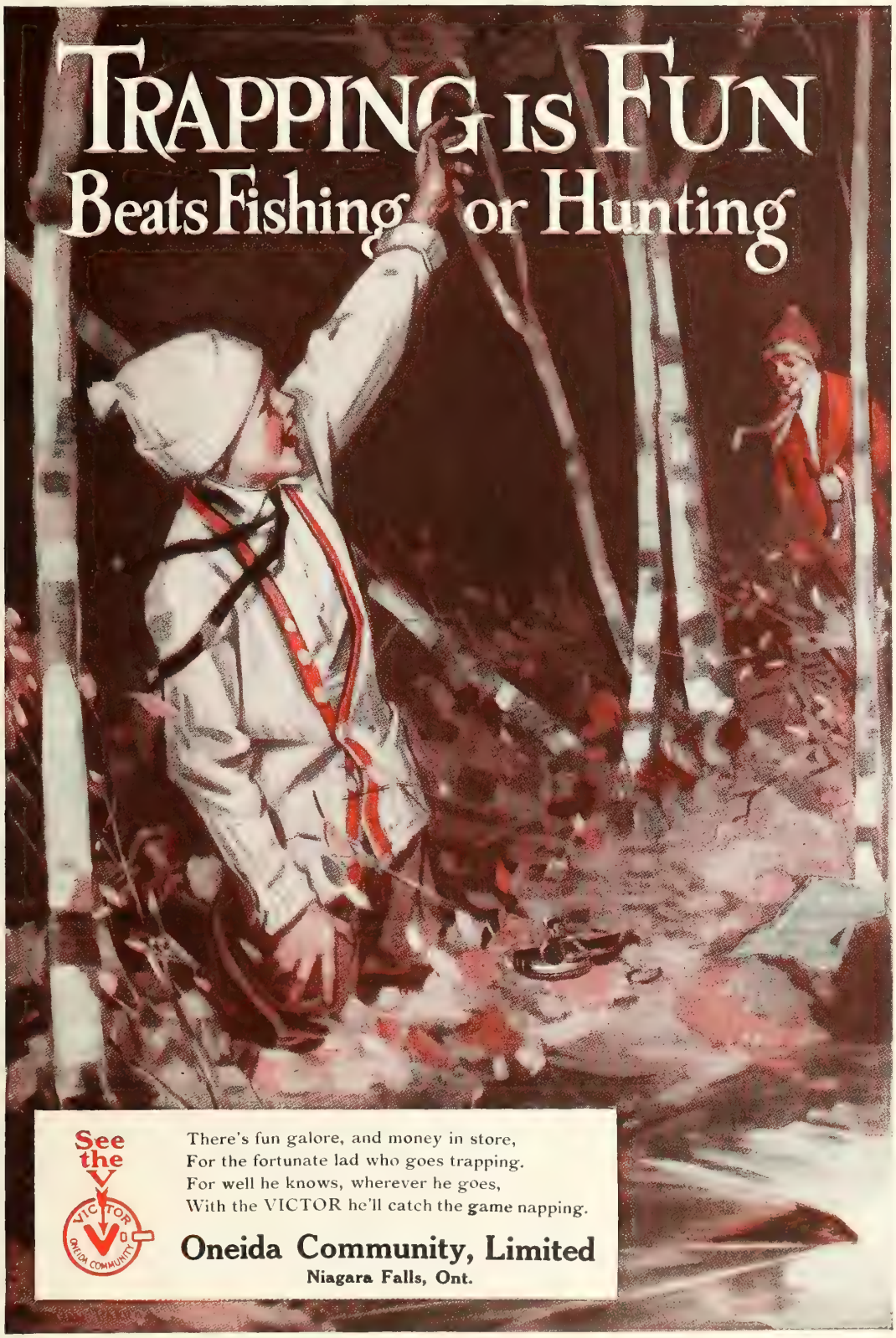
Amongst business and professional men, storekeepers and for private homes there is an unlimited field for Ullman Safes. The dealer who covers this field thoroughly reaps a swift, sure reward by way of good substantial profits.



We also manufacture Hamilton Kitchen Cabinets and Ullman Account Registers

Write for illustrations and prices

Hamilton Ideal Mfg. Co., Limited :: HAMILTON ONT.


TRAPPING IS FUN
Beats Fishing or Hunting
See the
VICTOR
ONEIDA COMMUNITY
There's fun galore, and money in store,
For the fortunate lad who goes trapping.
For well he knows, wherever he goes,
With the VICTOR he'll catch the game napping.
Oneida Community, Limited
Niagara Falls, Ont.

The Question of Quality

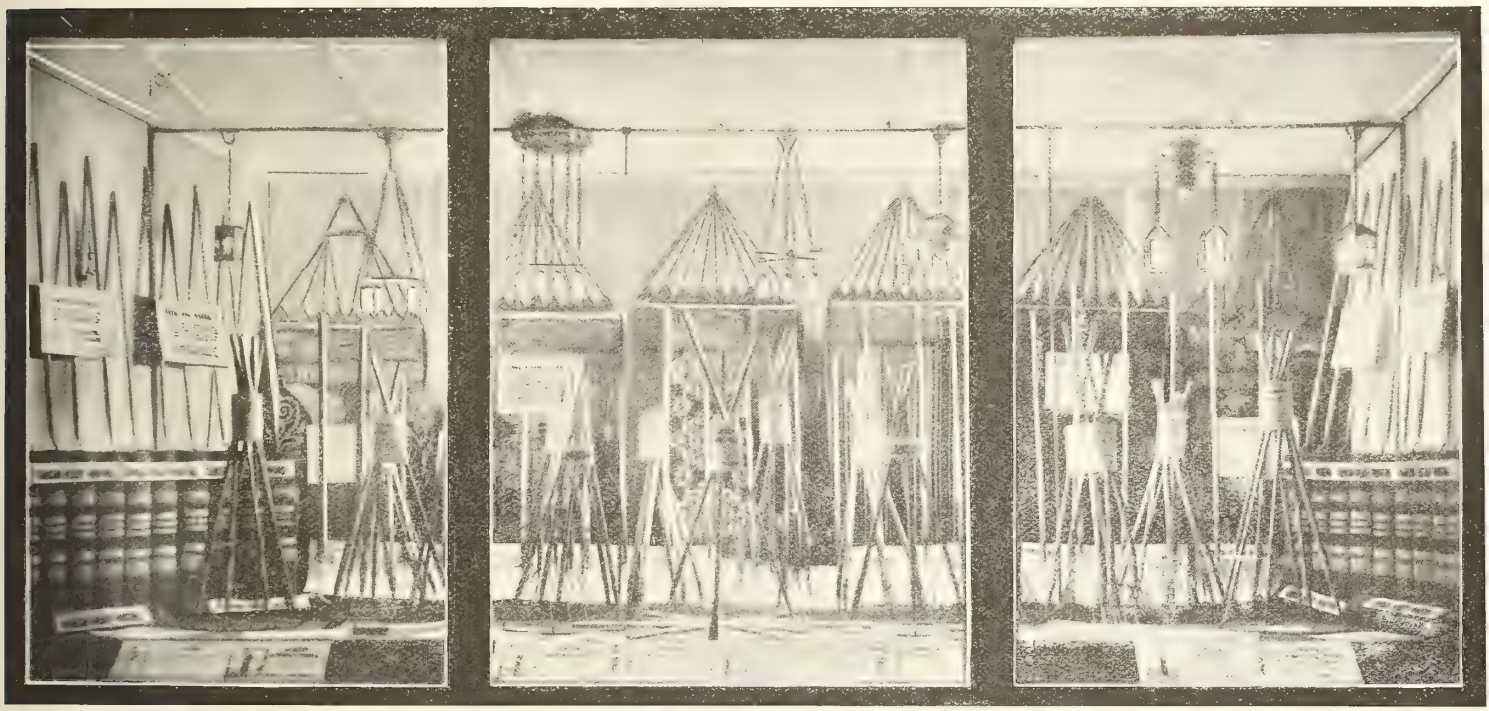
The Quality of our merchandise is unquestioned by our customers. They know it to be reliable, and patronize us on that account. Many have done so for 66 years which speaks powerfully for consistency. We want to emphasize the advantage out of town buyers experience in dealing with a House that stocks only articles that are universally recognised as **dependable.** There is no hesitation in sending orders in, there in no anxiety about the quality when they come forward. To the progressive merchant this confidence is inestimable and enables him to serve his customers efficiently. We are in a position to promise prompt shipment of all orders entrusted to us and invite your enquiries for particulars and prices.

Rice Lewis & Son

Limited

Toronto *Established 1847* **Ontario**

The First Prize Winner of the "Samson" Window Dressing Contest



This exceedingly effective display was submitted by **Mr. C. C. Lee, Goderich,** and has been awarded the first prize of $25.00 in the **"Samson" Window Dressing Contest.**

The arrangement of the various articles has been done with a great deal of discrimination and good judgment.

Mr. Lee is to be congratulated on his aggressive enterprise.

Mr. Lee was assisted by his clerk, Mr. Craigie.

H. S. Howland, Sons & Co., Limited

WHOLESALE HARDWARE

WE SHIP PROMPTLY TORONTO OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST



Quality
TRADE MARK



Hack Saws

Made in Canada

Are the *only* blades made right here in the Dominion. Nothing but the finest alloy tool steel is used. The teeth are *accurately* milled by special machinery of our own design. They are truly tempered by *electric barometer tests*, and perfected, point by point, until they will

Quality

Quality





Cut Everything

(Including Expenses)

Insist on "Quality" saws,—saws which are *sure* to completely satisfy your customer,—saws which will last longest on any work.

Watch for our salesmen now "on the road" with complete samples. Or send for Catalog NOW. We promise immediate shipments, prompt attention, and accurate service at all times.

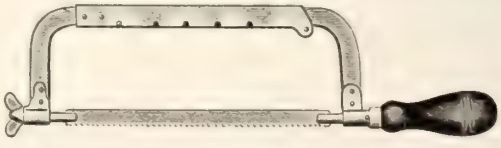
BETTER GET CATALOG ANYWAY!

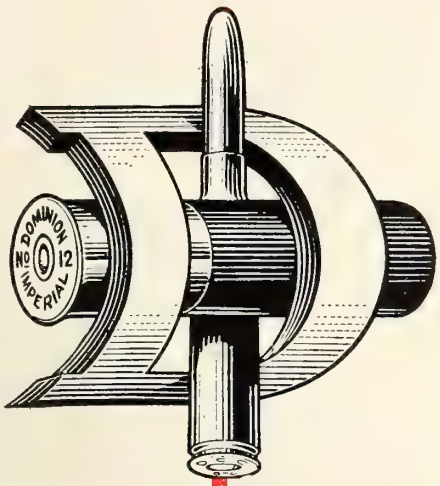
Canadian Quality Saw & Tool Works

Manufacturers of Coping Saw Blades and Frames; Hack Saws and Frames

Factory: 4 St. Antoine St., MONTREAL







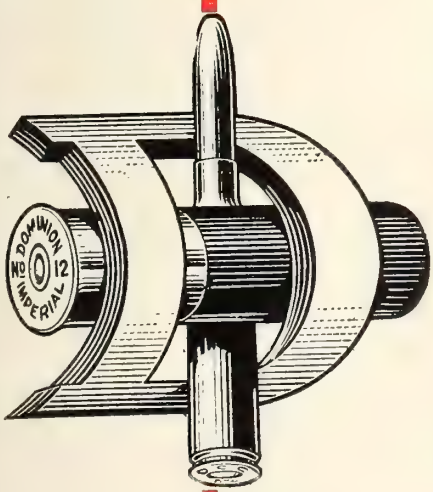
Consider our Service

Co-operation between our factory and sales departments has enabled us to put on the market Dominion Ammunition, a perfect product that has become an attractive and rapid moving part of your stock. Our sales warrant this statement and our interest in your sales of

Dominion Ammunition

"Canadian Made for Canadian Sportsmen"

Causes us to offer you the co-operation of our advertising department. It is good business for us to do this and will result in good business for you. Just tell us when you want your fall HUNTING DISPLAY.



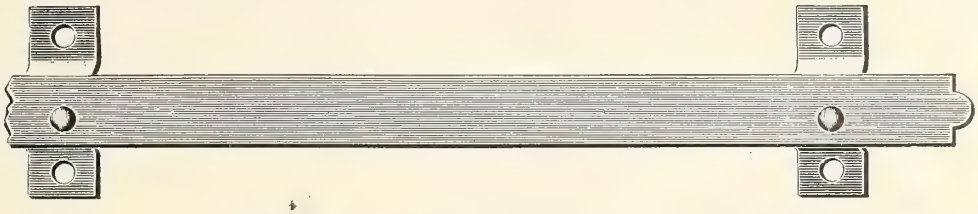
Dominion Cartridge Co., Limited

Montreal, Canada

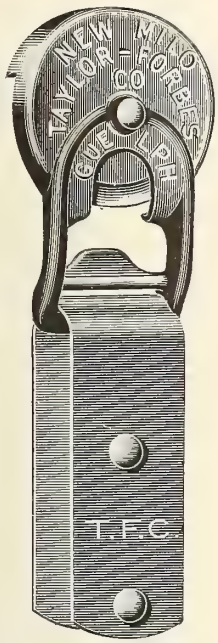
Canadian Wholesale Hardware Directory

The following firms will be pleased to quote prices, or have their traveling salesman confer, with retail hardware dealers, regarding lines advertised by manufacturers in Canadian Hardware, Stove and Paint Journal.

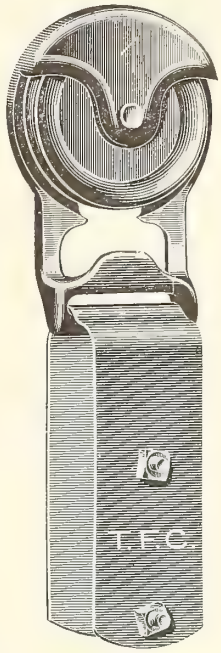
A. M. Bell & Co., Limited	Halifax, N.S.
Wm. Stairs, Son & Morrow, (Established 1810)	Halifax, N.S.
Emerson & Fisher, Limited	St. John, N.B.
T. McAvity & Sons, Limited	St. John, N.B.
W. H. Thorne & Co., Limited	St. John, N.B.
Caverhill, Learmont & Co.,	Montreal, Que.
Frothingham & Workman, Limited	Montreal, Que.
L. H. Hebert & Cie., Limited	Montreal, Que.
Lewis Bros., Limited	Montreal, Que.
Starke-Seybold, Limited	Montreal, Que.
Wood, Vallance & Co.	Hamilton, Ont.
Hobbs Hardware Co., Limited	London, Ont.
H. S. Howland, Sons & Co., Limited Manufacturers Graham Nails, Samson Brand Farm Tools, Bldg. Paper, Etc.	Toronto, Ont.
Rice Lewis & Son, Limited	Toronto, Ont.
Kennedy Hardware Co., Limited	Toronto, Ont.
James Ashdown Hardware Co., Limited	Winnipeg, Man.
Marshall Wells Co., Limited	Winnipeg, Man.
Merrick-Anderson Co., Inc.	Winnipeg, Man.
Miller-Morse Hardware Co., Limited	Winnipeg, Man.
Wood, Vallance, Limited	Winnipeg, Man.
Peart Bros. Hardware Co., Limited	Regina, Sask.
J. H. Ashdown Hardware Co., Limited	Saskatoon, Sask.
J. H. Ashdown Hardware Co., Limited	Calgary, Alta.
Wood, Vallance & Adams	Calgary, Alta.
Marshall Wells Alberta Co., Limited	Edmonton, Alta.
Revillon Bros., Limited	Edmonton, Alta
McLennan, McFeeley & Co., Limited	Vancouver, B.C.
Wood, Vallance & Leggat, Limited	Vancouver, B.C.



MILO BARN DOOR HANGERS



Front View



Back View

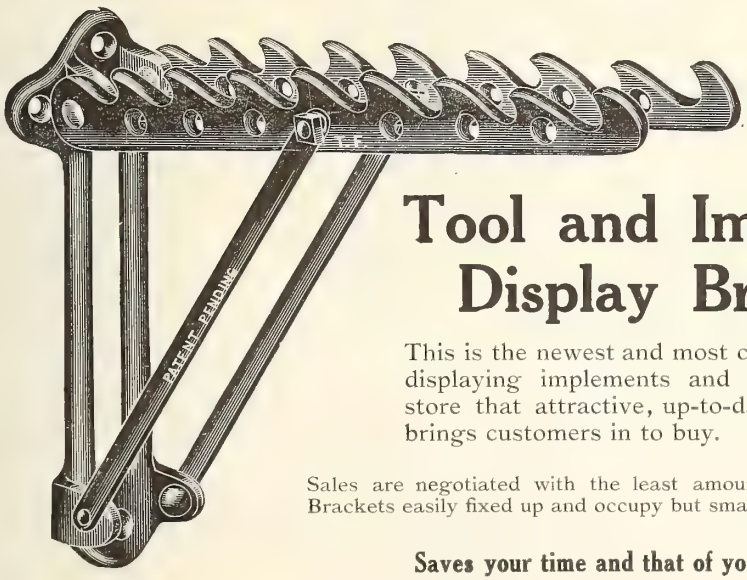
Why risk the future business of your farmer customer by selling him inefficient, unreliable barn door hangers when you can sell him the reliable satisfaction-giving kind—**"MILO."**

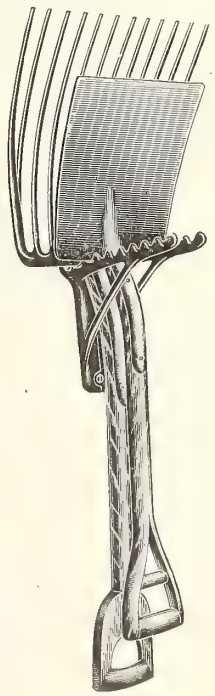
When once you sell Milo Barn Door Hangers you are paving the way for future custom on your various other lines, and a farmer is one of your most valuable customers when you look after his interests.

"Milo" Hangers are "Made by Taylor-Forbes in Canada," are roller bearing and have malleable iron frames and heavy steel straps, japanned black, with wheels painted red.

Each set packed in a card-board box, one dozen boxes to a case.

If your jobber is out of stock write us direct





Tool and Implement Display Brackets

This is the newest and most convenient method of displaying implements and tools. Gives your store that attractive, up-to-date appearance that brings customers in to buy.

Sales are negotiated with the least amount of time and trouble. Brackets easily fixed up and occupy but small store space.

Saves your time and that of your customers

THE LARGEST MANUFACTURERS OF HARDWARE IN CANADA

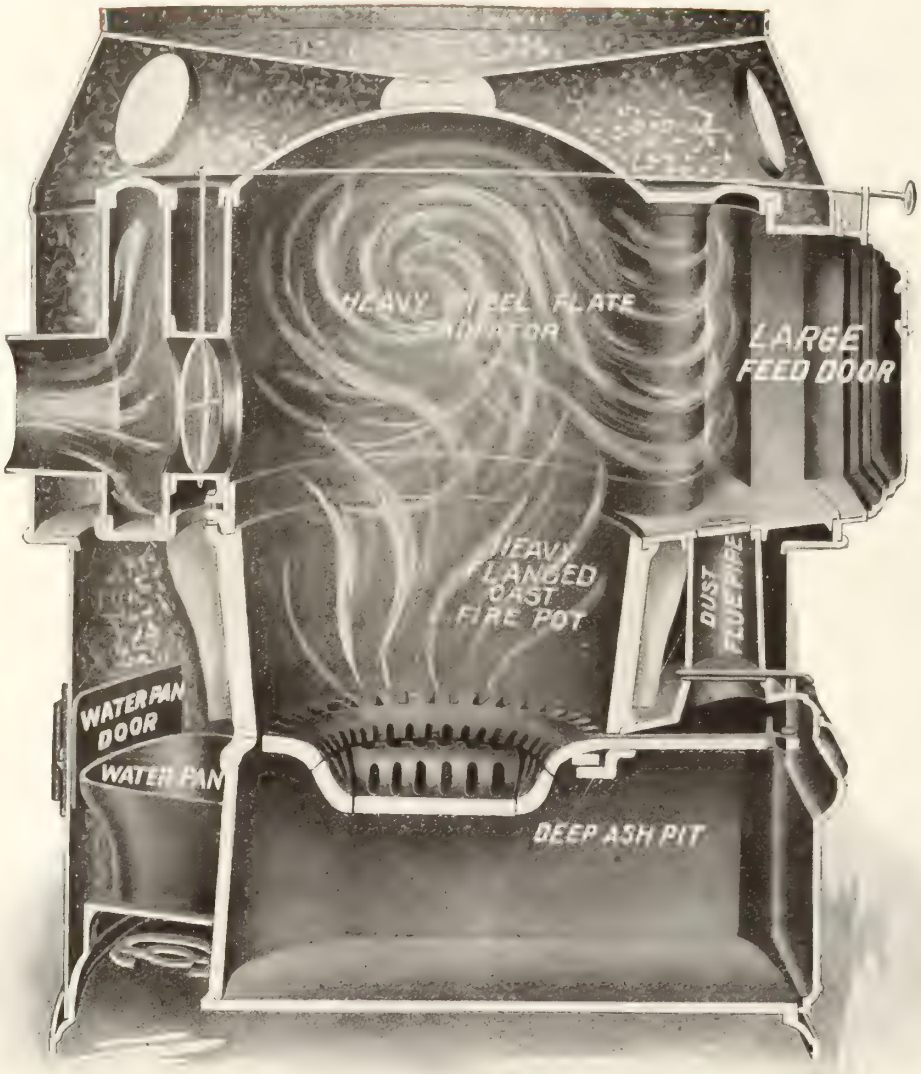
TAYLOR-FORBES CO., LIMITED

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 53½ Dock St., St. John, N. B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
GUELPH, ONT.

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

Economical in the Use of Fuel



The "New Idea" Furnace

The following are some of the trade-winning features embodied in the "New Idea" Furnace.

Triple Radiating Surface—So constructed as to give an exceptionally long fire travel.

Large Feed Door—Made specially large to permit the use of large pieces of coal and wood. Fitted with smoke flap and full size hot blast guard.

Solid Base and Ash Pit—Cast iron base insures greater durablility than if sheet iron was used. Spacious ash pit with large door and low down water pan.

Duplex Ash Grates—Easily operated and removed through ash pit door. Special wood grates can be installed or removed through feed door.

A Five Year Indemnity Guarantee goes with every "New Idea" Furnace sold.

Catalogue No. 70 describes it in detail. Shall we send you it?

Some Profitable Lines to Stimulate Your Fall Trade

Souvenir Stoves and Ranges, Gurney Hamilton Locks and Builders' Hardware, New Idea Furnaces and Registers, New Idea Boilers and Radiators

Successors to Gurney, Tilden & Co., Limited

Hamilton Stove &

HAMILTON

Unexcelled for Good Cooking

The "Champion Souvenir"

(Made with six cooking holes)

Has been the leading cast range for twenty years. Each successive year adds to its popularity and dealers who sell this line know that it's one of the most profitable they have ever handled.

The attractive appearance of the range together with the satisfactory service it gives are but two of its trade winning features.

Send for "Test of Time," an attractive booklet dealing with this range in detail; and let us quote you prices.



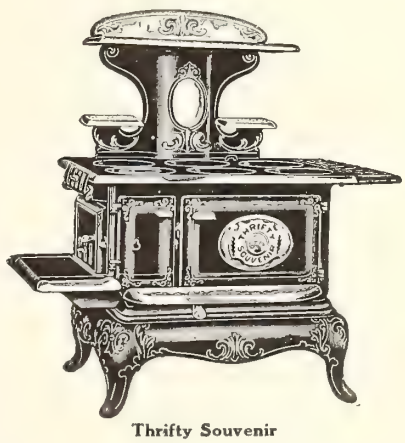


Royal Souvenir

No matter how large or small your order is, we can satisfactorily fill it. Our facilities for quick shipment are excellent, as a trial will speedily convince you.

Our firmly established reputation is behind these ranges and you can guarantee them to give the most satisfactory results.

Our catalog shows the many other excellent lines we carry and will be sent upon request.



Thrifty Souvenir

Heater Co., Limited

ONTARIO

Tilden, Gurney & Co., Limited
Winnipeg Calgary Vancouver

BURLAPS for WALLS

DOUBLE SIZED and OIL COATED

Made in widths of 30, 36, 45, 54, 60, 72 and 90 inches
All Standard Shades

DYED BURLAPS

Made in widths of 36, 54 and 72 inches only
A Good Variety of Shades

LENGTH OF ROLLS, ALL LINES, 30 and 60 Yards

Hardware Dealers

Who have handled our Burlaps have found them profitable and in good demand wherever building is being done.

To those dealers who have not investigated the merits of our Burlaps, we would like to send samples and prices, which we are sure will be of interest to any dealer who handles any or all lines of builders' supplies.

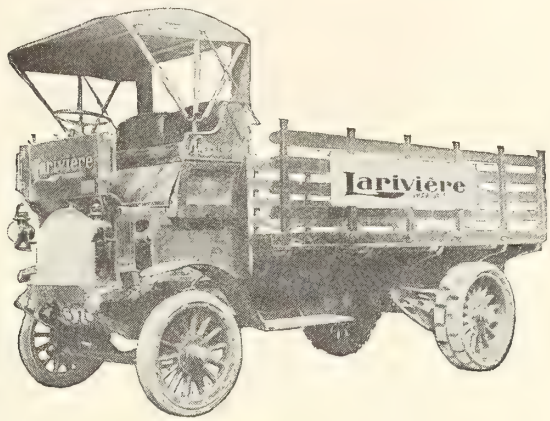
Handled by Leading Jobbers of Wall Papers, Paints, Etc.

Send for Samples and prices

Manufactured by . . .

The Dominion Oil Cloth Co., Limited

MONTREAL



Mack Truck used by Lariviere Incorporee, Hardware Dealers, Montreal.

What Motor Trucks Can Do For The Hardware Dealer

The motor truck will enable you to deliver goods over a much larger area than is possible with horse and wagon. Expanding your area expands your business.

The motor truck will enable you to make prompt delivery, a service demanded these days by the buying public. A large number of your orders are received over the telephone. With the motor truck these orders can be given prompt attention and sent out C.O.D. Your customers will appreciate this ready service.

The motor truck will enable you to send to the wholesale house for goods that are wanted in a hurry and which are needed before the wholesaler can make delivery.

The motor truck will not require your attention on Sundays or holidays.

The motor truck advertises your progressiveness and impresses the public with the fact that you desire to give prompt delivery service.

In doing these things you increase your sales, expand your business.

The motor truck will do all this for you and cost you less than your present delivery system.

We are sales agents for the leading gasoline motor truck of the world—MACK.

Let us make a study of your business and recommend the kind of truck you should have, type of body, capacity, etc. If, after an investigation, we find it would not be profitable for you to operate a truck, we will not attempt to sell you one. Give us a chance to tell you about the Mack.

Ask us for Facts and Figures

The Canadian Fairbanks-Morse Co., Limited

St. John Quebec Montreal Ottawa Toronto
Winnipeg Saskatoon Calgary Vancouver

"GLADONA"



THE new 'Gladona' will command a ready sale to those of your customers who are in search of a base burner at a moderate price. It is not as heavy a burner as our celebrated "Famous" but

The **Gladona** is an ornament. The heavy nickel trimmings are of decidedly artistic design and cannot fail to attract the attention of a customer in search of a burner that looks well from all sides. We do not hesitate to say that the 'Gladona' will make a name for itself and prove equally as popular as other McClary Base burners have done.

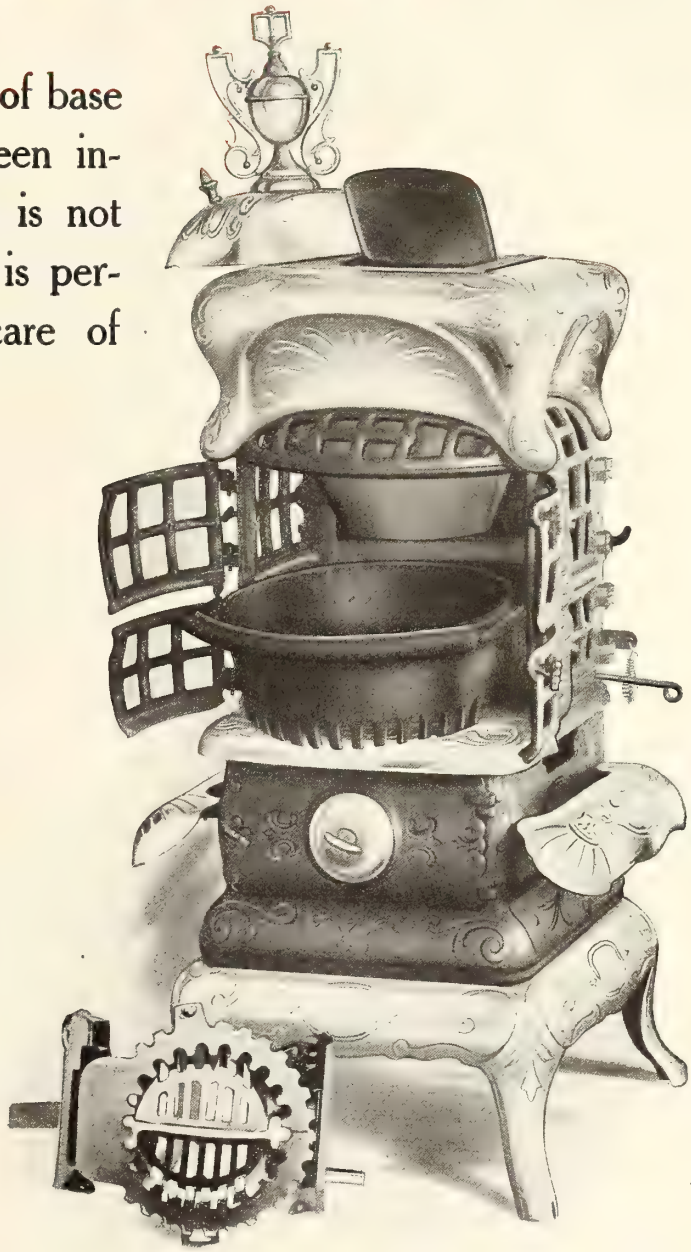
London Toronto Montreal
St. John, N.B. Hamilton

McC

McClary's on goods

BASE BURNER

every known improvement of base burner construction has been incorporated. The Gladona is not merely a room heater but is perfectly capable of taking care of the whole house.



Note.—The firepot is removable and the grates are easily accessible—the advantages of this are apparent.

Flues are constructed on the standard two-flue system.

The automatic magazine cover opens the inside feed lid and makes firing easy.

Grates are of the latest duplex pattern, simple in construction and easy of operation.

Dampers and check drafts keep perfect control.

ary's

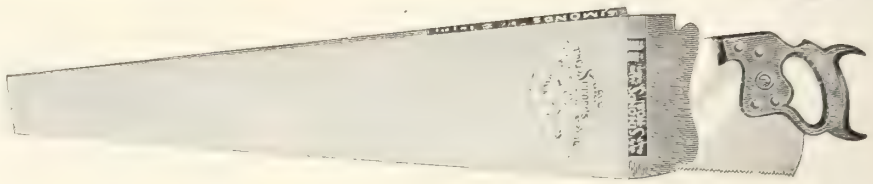
is a quality name

Calgary Winnipeg Vancouver
Saskatoon Edmonton

SIMONDS SAWS

"I Tell You It's a Great Saw"

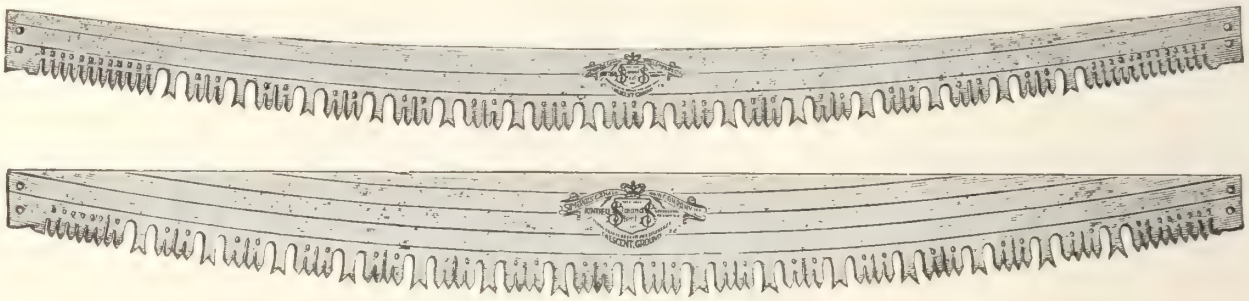
Show the Simonds Hand Saw to your Carpenters and explain about the high quality crucible steel of which it is made.



When considering your stock of Cross-Cut Saws figure on the saw that will give you the most profit. That doesn't mean the cheapest saw. That means the saw that will give your customers the greatest amount of satisfa tion. Simonds Crescent Ground Cross-Cut Saws are guaranteed to give satisfaction and cut more than any other brand made. The price is not low but the quality is extremely high and when you sell a Simonds Saw you make a friend. If you would like to have our catalog and discounts on Hand Saws, Crescent Ground Cross-Cut Saws, Hack Saws, Files, etc., just drop us a postcard. Be sure and order Simonds Saws.

Simonds Canada Saw Co., Limited

Factory : Montreal **Branches : St. John, N.B., Vancouver, B.C.**





Quality Counts—

But Counts DOUBLY When Price is Right

When you can say to your customer, "This bit is the best you can buy and the price is right," you make a satisfactory sale.

Dealers who handle **TOBIN HIGH SPEED BITS** know this. Send an order for them, they are business makers. We will send a sample FREE to any dealer

Tobin Arms Mfg. Co., Ltd., Woodstock, Ontario

HENRY BOKER'S

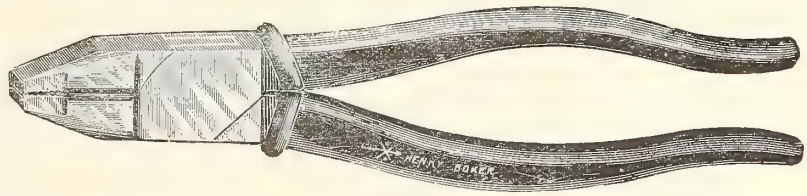
"ARROW" BRAND

Every Piece *HARDWARE* is Guaranteed

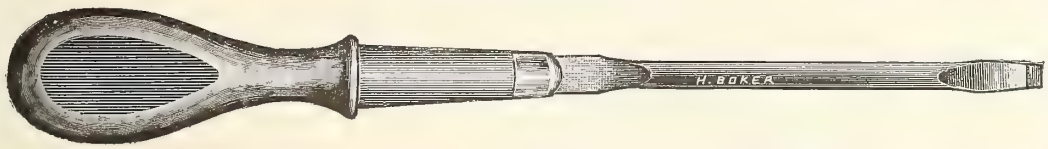
LINEMAN'S PLYERS

A full assortment of all kind of Plyers

Insist on getting **BOKER'S**



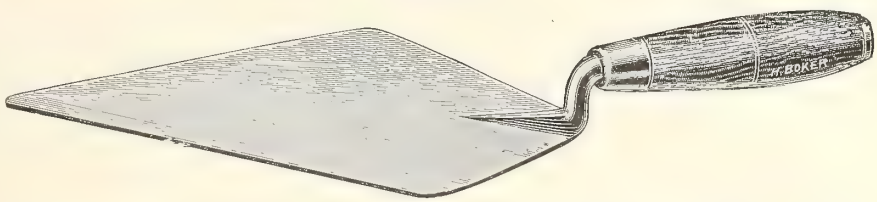
SCREWDRIVERS



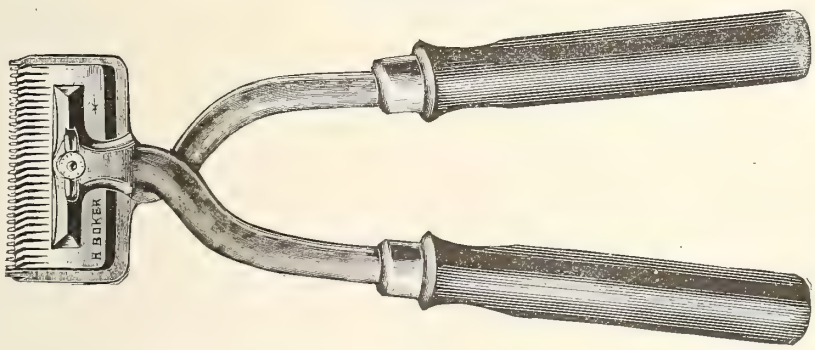
Made of best tool steel, highly polished black handle.

TROWELS

Made of all descriptions. Every one warranted the best for its use.

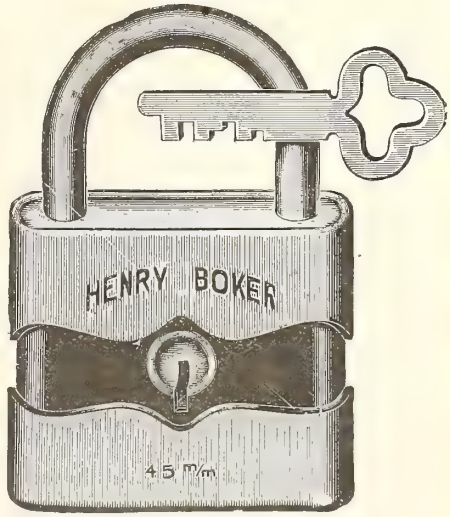


ECLIPSE



HENRY BOKER'S "ECLIPSE" extra fine "Arrow" stamped quality with fine polished steel plates and ebonized handles and leather protecting pouch with strap and buckle. The finest and most satisfactory Clipper.

SAFETY AUTOMATIC PADLOCKS



Complete line of high-grade Chest, Till, Cupboard, Desk, etc., Locks.

For Sale by All Leading Wholesale Hardware Houses



THE "EMPIRE" STEEL

THE PEER OF ALL STEEL RANGES

¶ Has won a reputation for itself that puts it in a class all its own. In every phase of the making, from design to construction and finish, the appreciation of the ultimate user has been the first consideration.

¶ The "Empire" Steel is attractive in appearance without being over-elaborate, a fault in many steel ranges which makes the initial price high and tends to depreciate efficiency.

¶ The "Empire" Steel is built of massive polished steel and is strongly durable.

The Large Flue, Perfect Fire-box, Large Broiler Door, and Interchangeable Grate and Quick Heating Water Reservoir are but a few of its many distinctive features.

¶ If you want to sell a range in which are embodied all those satisfaction giving features which mean repeat orders, the "Empire" Steel is *the one range* for you.



The "Empire" Quebec

With Revolving Duplex Grates

¶ This is the last word in Quebec Heaters. Made of heavy, blue polished steel, with finest removable Nickel Plated trimmings and Heavy Brick Linings. The only Quebec Heater on the market that has the revolving grates.

Write us for Catalog showing complete line of Furnaces, Registers, Stoves and Ranges

Canadian Heating & Ventilating Co., Limited

OWEN SOUND - ONT.

Montreal Winnipeg Calgary Vancouver

STEEL SHEETS

To Manufacturers of Stoves and Ranges

We offer several varieties of Sheet Steel particularly adapted to Stove and Range work. We call your special attention to the following:

WELLSVILLE POLISHED
A handsome dark blue polished sheet, specially adapted for high-class stoves, stove pipes, etc. It is the finest blue polished sheet produced. It is manufactured by a unique process and will hold its color under continued firing. Shipped with an oiled surface.

CANADIAN BLUE
A blue polished sheet slightly lighter in color and not so highly finished as Wellsville. It is not oiled, unless specially desired.

"WOODS" PATENT PLANISHED IRON
Genuine charcoal hammered bloom iron, with beautiful dark blue mottled glossy surface, practically impervious to oxidation. This product is equal in every way to the genuine Russia Iron. The surface is guaranteed not to crack or peel under forming test.

"WOODS" HAMMERED POLISHED STEEL
A hammered steel sheet, with a surface similar to Patent Planished Iron, but not guaranteed against corrosion or rust.

"WOODS" CLEANED REFINED UNIFORM COLOR
A high-class sheet, for many years a general favorite on account of its uniform dark color and smooth clean surface. It is a superior product for stovepipe, elbows, etc.

"WOODS" OAK STOVE BODY STEEL
A highly finished sheet of uniform color made in gauges 14 to 24, specially adapted for bodies of Round Oak Stoves.

RANGE STEEL
A smooth, perfectly flat steel sheet, accurately sheared to specified sizes; specially adapted to the manufacture of stoves and ranges.

BLUED STOVE PIPE STOCK
A good quality sheet of a uniform blue color, one pass cold rolled and box annealed.

NICKEL PLATING STOCK
A cold rolled full pickled sheet, smooth, clean and free from scale.

AMERICAN BESSEMER
Made from Bessemer steel, one pass cold rolled and box annealed. The standard sheet for ordinary work, can be Patent Levelled if desired.

BESSEMER BLUE ANNEALED
Hot rolled, open annealed, furnished in 16 gauge and heavier.

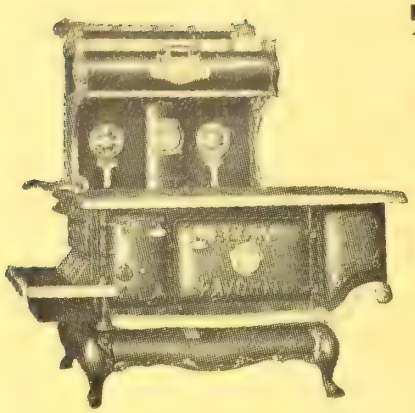
Also special sheets for Deep Stamping or any particular purpose

B. & S. H. THOMPSON & CO., LIMITED

507 TRANSPORTATION BLDG.
MONTREAL

1205 TRADERS BANK BLDG.
TORONTO

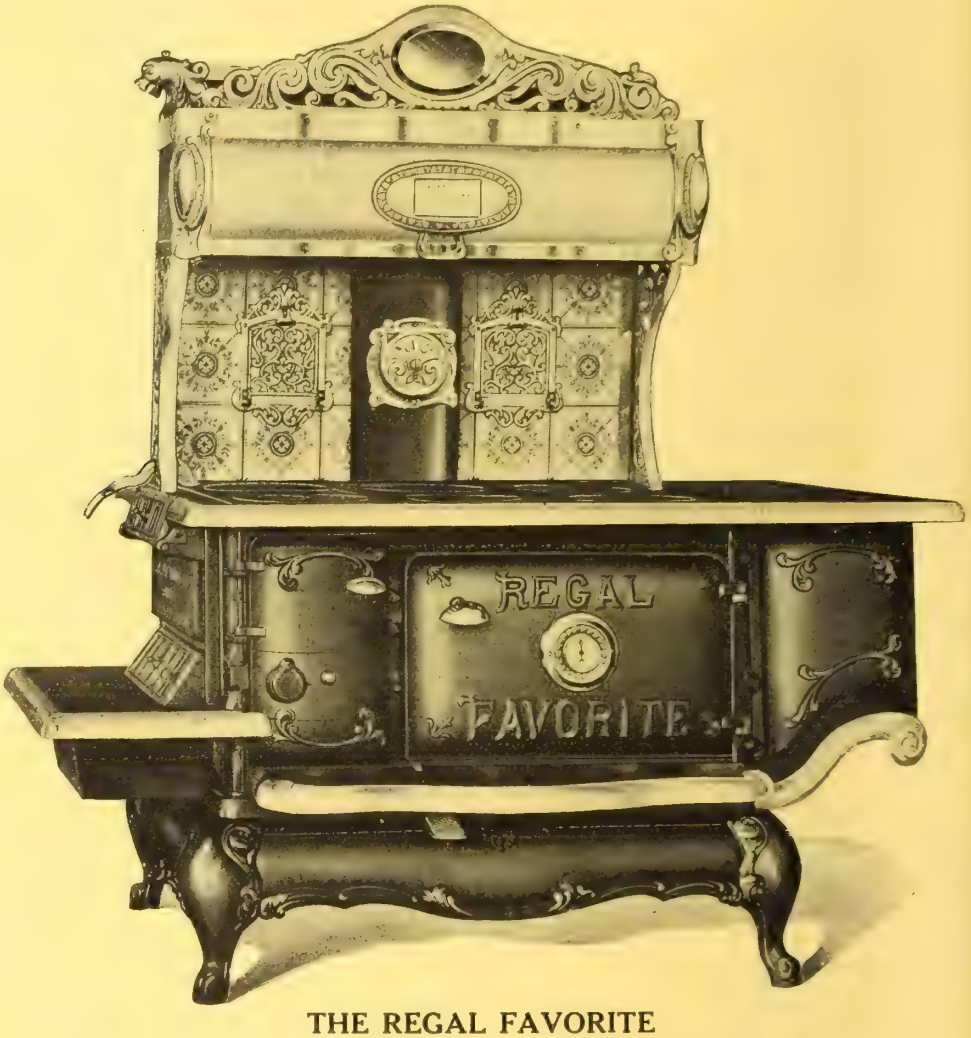
Selling Agents for the American Sheet and Tinplate Co., Pittsburgh



'Favorite' Stoves & Ranges

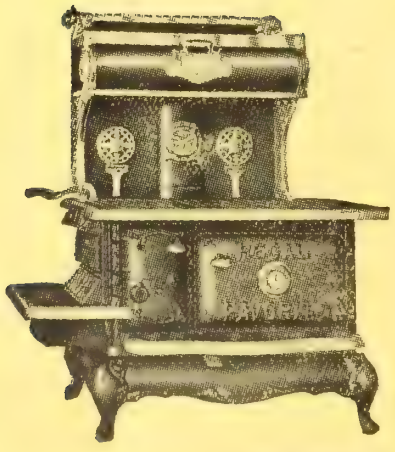
NOT merely because they sell for the lowest prices initially, but because they contain the maximum amount of satisfaction giving features. And good customer satisfaction is the soundest basis upon which large profits are made.

A stove or range cannot be judged entirely from its external appearance, but the live dealer knows that when he buys a 'Favorite' he can absolutely rely upon it being *Uniformly Accurate, Internally as well.*



THE REGAL FAVORITE

is the Largest and Roomiest COAL and WOOD RANGE on the market. Large Firebox Door Opening. Roomy Top with Front Hinged Key Plate. Many other exclusive features.



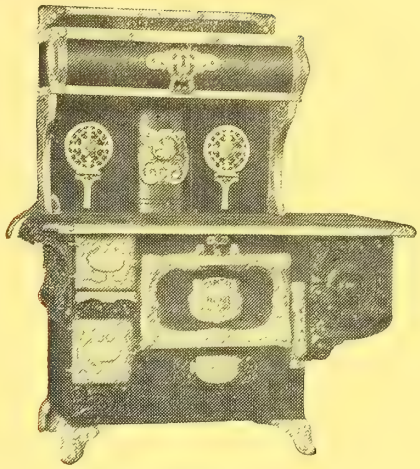
Findlay Brothers Co., Limited

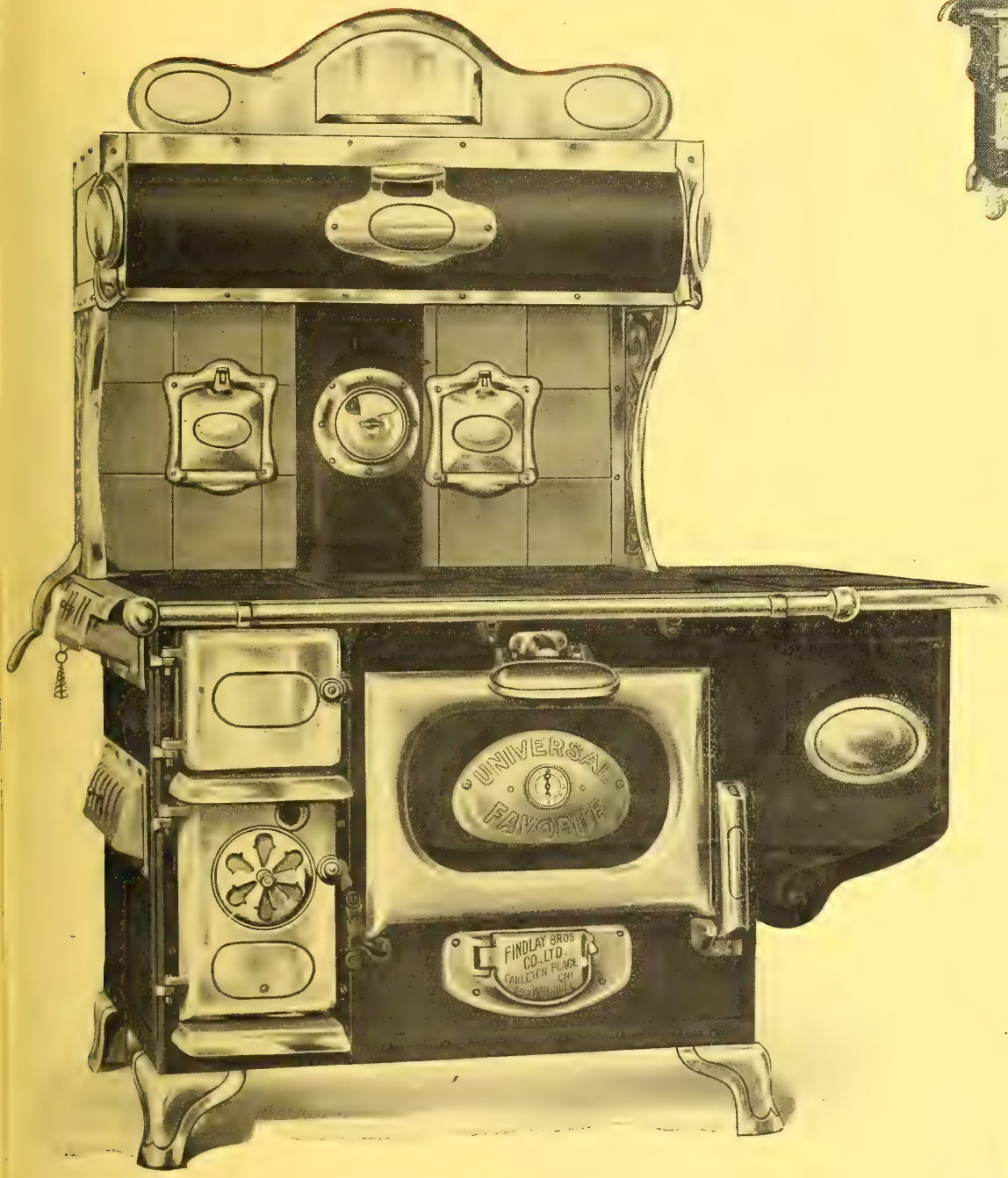
Head Office and Works: CARLETON PLACE, ONT.
Branch House: 260 PRINCESS STREET, WINNIPEG

Wholesale Jobbers for N. Alberta, REVILLON WHOLESALE LIMITED, Edmonton

Distributing Agents for S. Alberta, D. V. COPE & CO., Calgary
British Columbia, GEO. D. HORSMAN, Vancouver

Give the Largest Profits

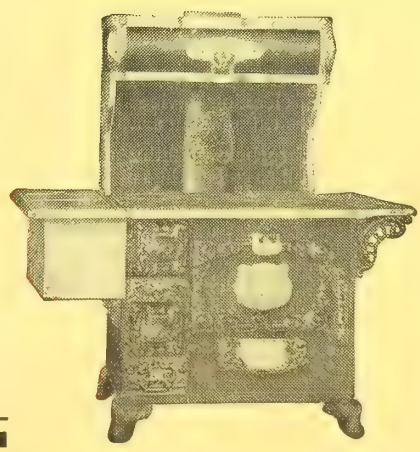




This is the Universal Favorite in its new dress. This semi-plain design of this Range is sanitary and easily kept clean. All the features that have helped to make this range a household word throughout Canada are still retained, the only change being the dress.

One dealer writes, "The Universal Favorite in its new dress is a winner. Send me two more of them at once."

Our customers who have not seen this range, and dealers looking for a profitable and satisfactory range to handle, we would advise ordering samples at once.



Findlay Brothers Co., Limited

Head Office and Works: CARLETON PLACE, ONT.
Branch House: 260 PRINCESS STREET, WINNIPEG

Wholesale Jobbers for N. Alberta, REVILLON WHOLESALE LIMITED, Edmonton

Distributing Agents for { So. Alberta, D. V. COPE & CO., Calgary
British Columbia, GEO. D. HORSMAN, Vancouver

"TARBOX BRAND, TORONTO"

Chemically Treated Dry Dusting Odorless Mops and Cloths

These goods are strictly Canadian made carrying the guarantee of the "Tarbox Brand." Being **Chemically Treated** to pick up dust, holding it by absorption until washed out with hot water and soap, as hot as the hands will stand, without losing any virtue of the treatment. No retreatments are required. No oil to soil.



Dustless Dust Cloths

No. 1 size, retail .25
No. 1½ " " .35
No. 2 " " .45

Size numbers indicate yards in each.



Flat Mops

Used in any stick for dusting —not as wet mop.

No. 01, retail .50
No. 02, retail .75

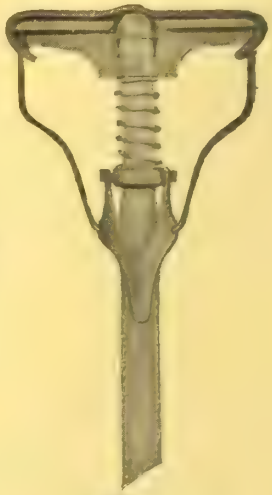
Muffled Mop Sticks
(A New Idea)

Made safe by felt pad.

No. 2, 5-ft. handle, 5½-in. head
No. 8, 5-ft. handle, 6-in. head

Heads, stamped steel; smooth handles.

Price 25c.





Circular Dry Dusting Mops

With nice smooth handle

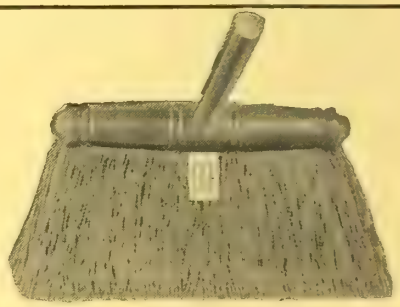
Retail **$1.00**



Triangular Mop

One fourth larger than the circular style, with handle.

Retail **$1.25**



Dustless Floor Polisher

Made safe from marring room or furniture.

No. 1, 10-inch head, **$1.50**
No. 2, 14-inch head, **$2.00**

These is no subject in the field of Domestic Economy, agitating the mind of the housekeeper to a greater extent, than the use of **DUSTLESS DUSTERS.**

Oil-treated mops leave a grease stained floor—track up the house—creating an unbearable condition to the fastidious housekeeper and have been used only through a mistaken notion of cleanliness. Their sale resulting from a desire for something better.

The ethics of trade dictate that the dealer protect his customers from false conclusions.

OUR CHEMICALLY TREATED DRY DUSTING MOPS AND CLOTHS satisfy the desire for a Sanitary, Economical, line of cleaning devices. They are antiseptic as the chemicals absorb and disinfect the dust particles—gather the linty substances rather than scatter them.

The absorbent qualities are permanent, renewing themselves after each washing with **HOT WATER AND SOAP.** There is no oil to smear the rugs and furnishings. The floor is left with a high, dry polish that is neither slippery, greasy, nor yet sticky.

The first cost may be a trifle higher than inferior goods, but as they require no further treatment the **FINAL COST** is infinitely less and the results more satisfactory.

A satisfied customer is a permanent advertisement for your business and the final results should be the guiding considera- in every investment. Our line comprises a large variety of styles and sizes. Indicate your interest by sending us your address for Booklet on Chemical Dusting.

Tarbox Brothers, Toronto, Ont.



Samuels' Dustless Ash Sifter

is the sifter your customers are demanding, and it will pay you to satisfy them in this respect.

They want it because it minimizes labor, permits no waste and is *positively dustless.*

A turn of the handle and ashes sift into barrel. Unburned coal drops into scuttle.

Samuels' Dustless Ash Sifter cuts coal bills in two and lasts a life time

Particulars on request

FOR SALE BY

RICE LEWIS & SON **H. S. HOWLAND & SONS**
KENNEDY HARDWARE CO., TORONTO
STARKE, SEYBOLD, LIMITED, MONTREAL

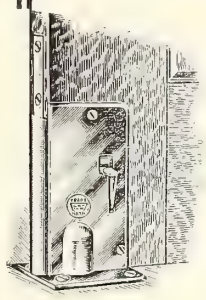
MANUFACTURED ONLY BY

J. SAMUELS - - TORONTO, ONT.

CHICAGO SPRING BUTTS

DISTINCTION

The Chicago "Relax" Spring Hinge



has distinctive features which impress your customers and create the demand.

The spring action release allows the door to be placed open at any desired position and automatically re-engages when the door is closed.

Chicago Spring Butt Company,

CHICAGO NEW YORK

Send for Catalogue S29

WIRE BALE TIES



CROSS HEAD



SINGLE LOOP

Only the finest steel wire from Bessemer Rods is used in the manufacture of our Bale Ties for baling hay. It is ten per cent. stronger than the ordinary baling wire.

Laidlaw Bale Ties never fail to give the utmost satisfaction.

We also carry a complete stock of

Wire Nails and Staples

The profits to dealers selling these lines are very reasonable and the goods are guaranteed to give good satisfaction.

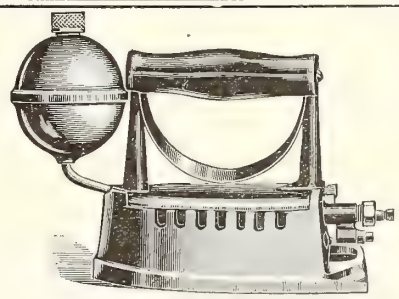
Send us a trial order. You will appreciate the unequalled value of our lines

The Laidlaw Bale-Tie Co., Limited

HAMILTON, ONT.

Geo. W. Laidlaw
Vancouver, B.C.

Harry F. Moulden & Son
Winnipeg, Man.



"IDEAL"

Is the Iron for you

The "Ideal" Self-heating Sad Iron ought to be in your displays to-day. Housewives need it. They know they need it—and a sight of it will sell it. So show it. Soon.

"Ideal" sells unusually well during spring and summer when the stove isn't running full blast. Because "Ideal" furnishes its own heat—and uses all it furnishes.

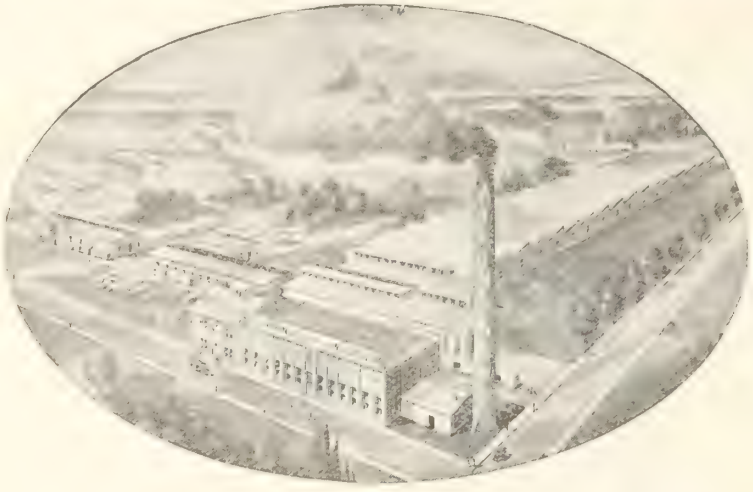
Burns gasoline—and only a little of that.

"Ideal" pays the "Ideal" dealer. Write us for prices or ask your jobber.

The Ideal Sad Iron Mfg. Co.

Hamilton, Ont.

ATKINS STERLING SAWS



Canada's big Saw Factory. Where ATKINS STERLING SAWS are made. We are wide awake. Our methods are progressive. We manufacture Saws which make good and establish confidence with your best trade. We back this up by a progressive sales co-operation that makes the most money.

Why not specialize on ATKINS STERLING SAWS this Spring. Buy from your usual source, but insist on the genuine article with our name on the blade. If you have any difficulty in getting them in this way, write to us direct.

E. C. ATKINS & CO.

Makers of Sterling Saws

Factory: Hamilton, Ont. **Branch: Vancouver, B.C.**

MEMBER OF CANADIAN HARDWARE MANUFACTURERS EXHIBITORS ASSOCIATION

THE STEEL COMPANY of CANADA, Limited

HAMILTON :: ONTARIO

PIG IRON

We are now in a position to make immediate shipments of Foundry Grades of HAMILTON PIG IRON

STOVE MANUFACTURERS' SUPPLIES

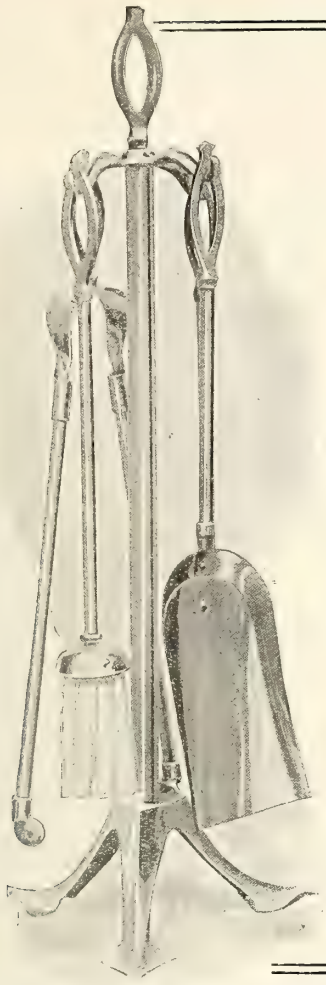
of which we carry a large stock

Stove Bolts and Nuts
Iron Rivets and Burrs
Stove Rods and Stove Scrapers
Stove Pins
Stove Pipe Wire
Machine Screws and Nuts
Stove Pipe Screw Eyes
Cotter Pins

WHITE LEAD and PUTTY

DISTRICT SALES OFFICES:

Hamilton Montreal Toronto Winnipeg Vancouver
Victoria Halifax St. John



Catalogue Now Ready

If copy has not been mailed you—write for one

Brass House Furnishings

Fire Sets,—Dogs—Fenders
Cuspidors
Jardinieres—Ferneries
Umbrella Stands—Candlesticks
Tea Kettles
Hotel Supplies
Trays—Smoking Sets
Bath Room Fittings

The Chadwick Brass Company, Limited

Hamilton :: Canada

GREENING'S COW TIES

ARE THE

Lightest, strongest and best Chains on the market. Made in six sizes and six styles.

Also Halter, Dog, Kennel, Tie Out and Trace Chains.

Now is the time to specify for your Fall Chains.

Be sure to mention "GREENING'S"



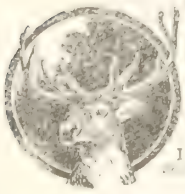
Manufactured by

The B. Greening Wire Co.

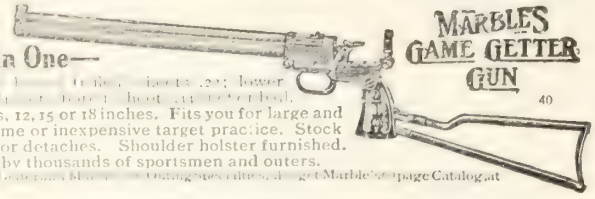
LIMITED

Hamilton, Ont. **Montreal, Que.**

NOW IS THE TIME TO PUSH **MARBLE'S** TRADE MARK NECESSITIES FOR SPORTSMEN



Two Guns in One—



Lengths, 12, 15 or 18 inches. Fits you for large and small game or inexpensive target practice. Stock folds up or detaches. Shoulder holster furnished. It is used by thousands of sportsmen and outers.

[illegible] Marble's [illegible] page Catalog at









Marble's Cleaners Composed of discs of soft brass gauze on a tapered, spring-steel wire revolve and follow the rifling, assuring a perfectly clean bore.

Marble's Rifle Rods are of three brass sections fitted with [illegible] steel screw joints and swivel tips. Guaranteed not to bend or break.

Easy Quick Boot Repairers—No cement used. Cannot come off. Will not hurt the foot. Three sizes.

Safety Pocket Axe—Indispensable when camping, Hunting or fishing. Will cut down an 8-in. Norway pine in five minutes Guard is lined with lead. Blades are finest tool steel—tough and keen—guaranteed. The steel handles are nickel plated. Grips are rubber. The wood handles are selected hickory with nickled guard and receiver.

Safety Hunting Knife—Long blade with short handle. Extension guard folds in and locks blade open. Hilts, bolsters and Lining are German silver. Grips are genuine stag.

Auxiliary Cartridges
Shoot .22, .25 and .32 pistol ctgs. in H.P. Rifles.

Ideal Hunting Knife—The quality of this knife combined with its beauty of design and finish has won for us a world-wide reputation as makers of the highest quality hunting knives. Handles are made of stag slabs or leather discs, with red and black fibre and and brass discs. Tips are stag. The back of point can be used for chopping bone. 5 in., 6 in., 7 in., and 8 in.

Coat Compass—Never goes wrong. Attaches to outside of coat and is waterproof Balances so readily that direction can be taken while walking.

Waterproof Matchbox—Is absolutely moisture proof. Size of a 10-gauge shell.

Marble's "Flexible" Rear Sight—Does not lock up. It yields when struck and at once flies back to place. Cannot catch and break. Locks *down* when desired. Made for all American Rifles.

Improved Front Sight—Enables one to "hold over" and still see object. Best for running shots. Used by most professional rifleman.









MARBLE ARMS & MFG., CO., 515 DELTA AVE., GLADSTONE, MICH., U.S.A.

Algonquin National Park

The Ideal Summer Resort for Camper, Fishermen, Canoeist



Camp Nominigan—In the heart of one of the best fishing districts in Canada

200 miles north of Toronto
Altitude 2,000 feet above sea level

175 miles west of Ottawa
Good Hotel Accommodation

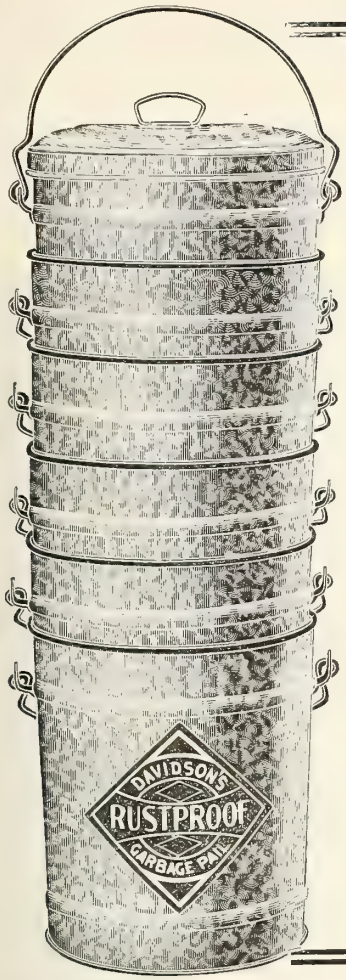
The New Camp Hotel "Camp Nominigan"

being inaugurated this season, will prove attractive. The sort of camp is new to the "Highlands of Ontario." It consists of log cabins constructed in groups in the heart of wilds comfortably furnished with modern conveniences, such as baths, hot and cold water always available.

Handsomely illustrated folder free on application to J. D. McDonald, Merchants Loan & Trust Bldg., 112 West Adams St., Chicago, Ill., F. P. Dwyer, 290 Broadway, New York; J. Quinlan, Bonaventure Station, Montreal; C. E. Horning, Union Station, Toronto; E. H. Boynton, 256 Washington St., Boston; A. B. Chown, 507 Park Building, Pittsburg, and M. H. Morgan, 285 Main St., Buffalo.

G. T. BELL, Passenger Traffic Manager
MONTREAL

H. G. ELLIOTT, General Passenger Agent
MONTREAL



Galvanized Garbage Pails

Nestable *Takes up little space in store* **Saves Freight**

They Give Satisfaction as they are double armored — being generously coated with best spelter.

Will Stand Abuse and resist wear and rust indefinitely.

The Seamless Cover locks on and cannot be nosed off by dogs or blown off by the wind.

They meet the requirements of the Sanitary Laws and in every way are right up-to-date

Three sizes in stock:

Nos.	2	3	4
Imp. capacity Gallons	8	10	15

Write us now if your stock is low

The Thomas Davidson Mfg. Co., Limited

MONTREAL WINNIPEG TORONTO

Davidson's XXXX Oval Wash Boiler

Built to Last

Rustless. Double Tinned. 16oz. Copper Bottom. Patent Hook Handles on Ends. Cover Fits Tight and is Steam and Odor Proof. Strong and Rigid Body. Neatly Labeled.

Two sizes
Nos. 8 and 9



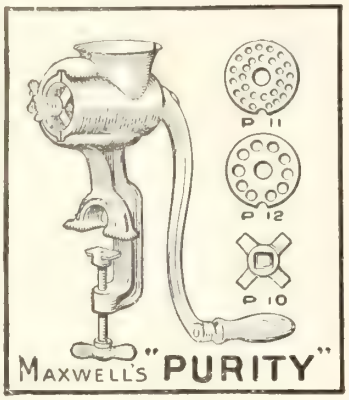
Prices on Application

Complete your stock if it's low. We can ship promptly—if order reaches us at once

The Thos. Davidson Mfg. Co., Limited

MONTREAL WINNIPEG TORONTO

MAXWELL'S "PURITY" FOOD CUTTER



is radically different from the ordinary

The barrel is in two closely fitting sections, clamped together in working position in the frame by one set-screw.

Loosen this screw and the barrel slips out and comes apart, releasing worm, cutting knife and disc. Every part is then easily accessible for cleaning, justifying the name "PURITY."

Particular people buy the "PURITY" on sight.

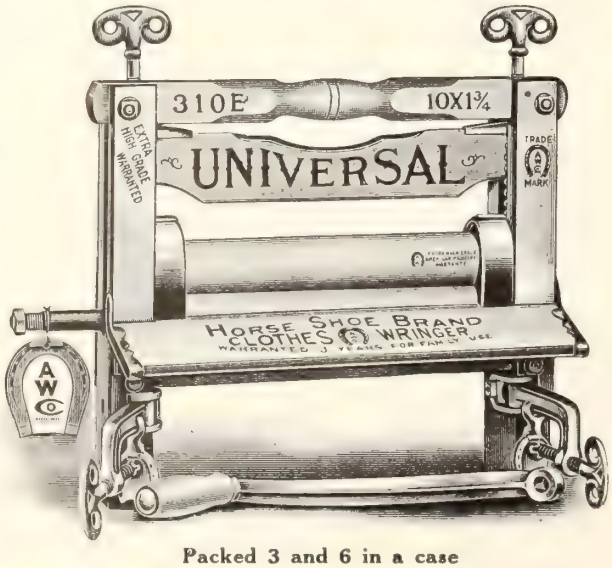
We are the only manufacturers in Canada making Food Cutters, and we claim that in quality and finish Maxwell's Food Cutters are superior to any of foreign manufacture.

Write for Prices and Particulars

David Maxwell & Sons, St. Mary's, Ont.

NEW LINE

UNIVERSAL CLOTHES WRINGERS



Packed 3 and 6 in a case

Plain Bearings and Steel Ball Bearings

Spiral Pressure Springs Enclosed Cog Wheels

PLAIN BEARINGS

No. 310E - - - - Rolls, 10x1¾ inches
No. 311E - - - - Rolls, 11x1¾ inches

STEEL BALL BEARINGS

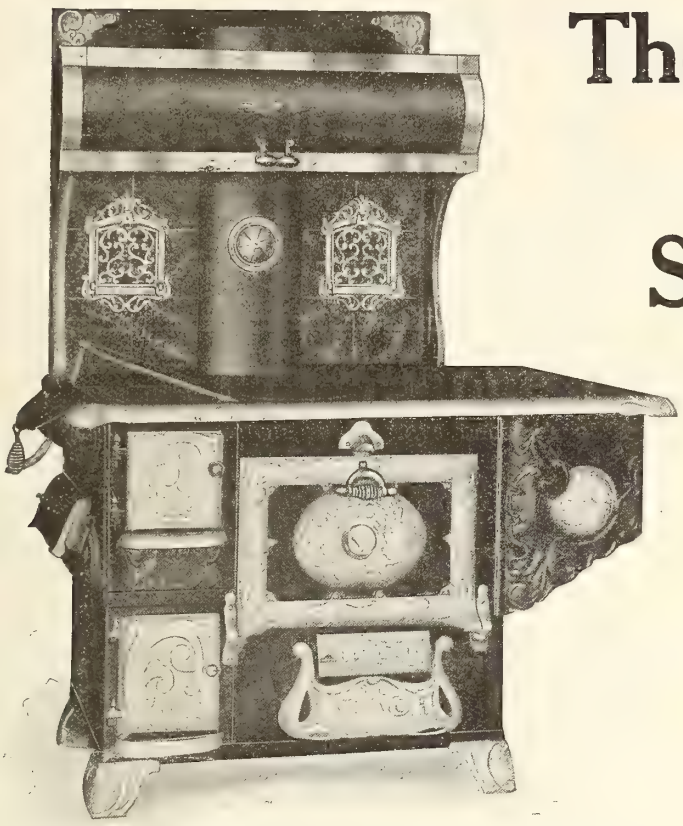
No. 317E - - - - Rolls, 10x1¾ inches
No. 318E - - - - Rolls, 11x1¾ inches

SAME STYLE MADE IN FOLDING BENCH.

Send for Catalog (T).

THE AMERICAN WRINGER COMPANY

99 CHAMBERS STREET, NEW YORK, U.S.A.



Extended with Warming Closet. Tile in back of Closet. Burns Hard and Soft Coal or Wood. Burns 25 inch Wood. Furnished with Metal Base if desired.

The Maple Leaf Banner Steel Range

is particularly good value for the money. It's an ideal range in every respect and embraces all those conveniences that the modern housewife has learned to appreciate.

The Maple Leaf Banner Range is massively yet attractively built, is a good reliable cooker and highly economical in the consumption of fuel.

It Appeals to Users for Many Reasons

In the first place it embraces no untried theory. Every feature in its construction is the result of experience and countless experiments. It is very easy to explain and sell, and never fails to give unlimited satisfaction. No cheap labor or materials enter into its construction.

Every housewife who buys becomes a "booster" and opens the way for more sales and bigger profits.

If you are open for a good profitable Stove or Range Proposition. Write to-day—NOW.

The Beach Foundry Co., Limited

Manufacturers of Maple Leaf Steel Ranges, Stoves, Heaters, Etc.

WINCHESTER - ONTARIO

IMMEDIATE SHIPMENT

can be promised
only to those who

ORDER NOW

If you make your order now you are sure of prompt delivery. We can't guarantee the same for late orders. Every Fall, we are overwhelmed with work. Even with our new factory we are finding it difficult to keep up with the ever-growing demand for

Pease Furnaces

Don't delay, put your order in at once—NOW, and rest assured that you will have the "Goods" to sell your customers.

"PEASE" advertising will bring customers to your stores—"PEASE" Furnaces will bring their friends.

Pease Foundry Co.
Limited

Head Office: **Toronto** *Works:* **Brampton**

Branches: **Vancouver, Winnipeg, Hamilton, Montreal**

Sell Your Customers

Consolidated Glass

then you'll be sure of their repeat orders.

We'll stand back of your word that Consolidated Glass is all you say it is, and we'll make good any just claim to the contrary.

If you buy Consolidated Glass from us we'll do our best to help you get the reputation of selling the best line of glass in your locality

That's co-operation, isn't it?

Write us now for prices and particulars on: Polished Plate Glass, Mirrors, Window Glass, Cathedral Skylight, Muranese, Florentine, Enamelled, Chipped, Art Glass, Leaded Glass, Wire Glass, Sand Cut Glass.

Address:

The Consolidated Plate Glass Co.
of Canada, Limited

Phone Coll. 8000
Private branch Exchange connecting all departments

241 Spadina Ave.
TORONTO

Black Jack

Sold by all Jobbers



3/4 lb. tins
3 doz. in case

Quick Clean Handy

Announcement to Furnace Dealers

If you have not already obtained one of our Catalogs dealing with Furnace Fittings, Galvanized Eave Troughs, Ridge Rolls, etc., it will pay you to send for one at once.

Furnace men will find that it is more profitable and more convenient to get supplies direct from us rather than to depend on outside mechanics to make up the required goods.

We have foreseen the scarcity of skilled tinsmiths and have equipped our plant with the newest and most efficient machinery. This not only enables us to do the work better and much more economically, but allows us to fill all orders on a day's notice.

If you are about to instal a Furnace or Trough a building, it will pay you to get the benefit of our quick, reliable service and reasonable prices.

Our Catalog dealing with Warm Air Registers, Tin Stock, etc., will be sent immediately upon receipt of post card. Write to-day

A. WELCH & SON

Factory:
1-3-5-7 Berti Street
TORONTO

Mfrs. of Tins and Galvanized Iron Furnace Stock, Roofers' Supplies, etc.

Office:
302-4 Queen St. W.
TORONTO

The NICHOLSON-MADE MOWER FILE

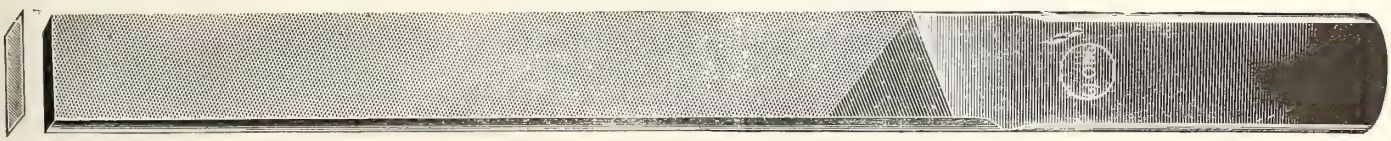
This is a new Solid-Handle Mower File, made in Regular and Reverse Sections, of which you ought to stock both. It is "Nicholson-made."

This means it is a tool which, before reaching you, has had to pass ten individual inspections and a final hand testing for all cutting sides.

When you stock other "Nicholson-made" Brands

AMERICAN, ARCADE, GLOBE, GREAT WESTERN, KEARNEY & FOOT

you benefit, because each file is "tested to a standard," and will give satisfactory performance. Buy "Nicholson-made" Files from all jobbers.



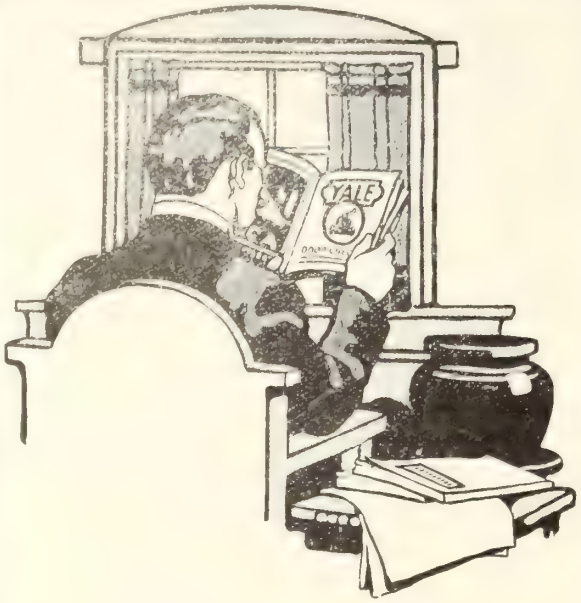
Like all other "Nicholson-made" Files (or Rasps), this Mower File is made from a private steel, on private machines, and is heat-treated and hardened by a special private process.

The result is an excellent file. More than that, File after File is "just like the last." One is the same in "feel" and "sharpness" and "cut" as the "Nicholson-made" File which preceded it.

NICHOLSON

38 **File Company**

Port Hope, Canada



Each month the magazines carry the YALE story into the homes of those to whom you sell.

Each month this story differs in detail, but the underlying thought is the same. This thought is confidence—confidence in Yale Locks and Hardware and confidence in the dealer who sells them.

We are making the name "Yale" a selling force for you. There is nothing on your shelves that is better known and more highly thought of by the people whose trade you seek than Yale Products. Our advertising has brought this about.

Are you sufficiently stocked with Yale goods and sufficiently vigilant with the Yale selling helps we furnish to secure the fullest advantage of Yale prestige? If not, you owe us a letter of inquiry on the subject and you owe it to yourself to write that letter today.

Canadian Yale & Towne Limited

Makers of Yale Products in Canada:
Locks, Padlocks, Builders' Hardware, Door Checks and Chain Hoists

General Offices and Works: St. Catharines, Ont.

Burman's Clippers

Will add many entries to your sales ledger if you feature them in your Store this Spring.



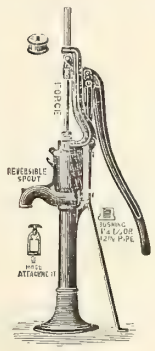
It pays to handle Burman's

Because the construction, finish *and price* make them fast sellers. The satisfaction which they give their users produce *repeat orders* —the kind that count.

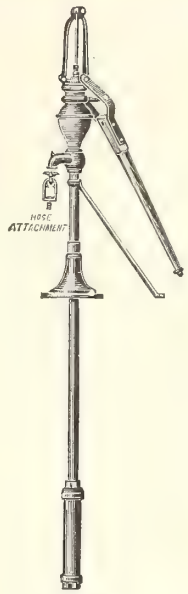
Prompt Shipment from a Large Stock
Spare Parts always at Hand

B. & S. H. Thompson & Co.

Transportation Building
MONTREAL

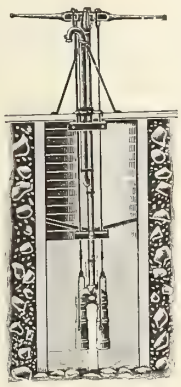


The Great Aylmer Line



Dealers : Have you in stock any of the illustrated line of **Money Makers** and **Satisfaction Givers?**—or, have you our **Catalogues, Prices** and **Discounts?** You owe it to yourself and to your trade to be in a position to quote on these lines, which are absolute necessities.

Write to-day for our Pump and Scale Catalogue, illustrating a complete line of Pumps and Scales of every type, from the smallest to the largest, and Discounts that **Guarantee Profit.**

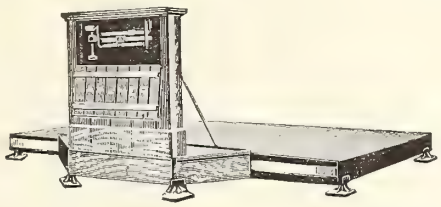


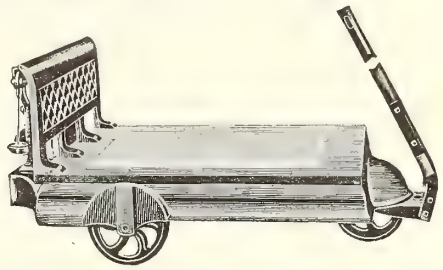
Ontario Wind Engine & Pump Co., Limited

Head Office: **TORONTO**

See our display at Toronto Exhibition

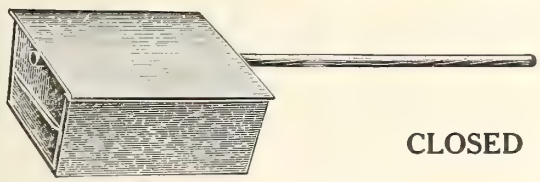
Branch Houses :
WINNIPEG, CALGARY, MONTREAL





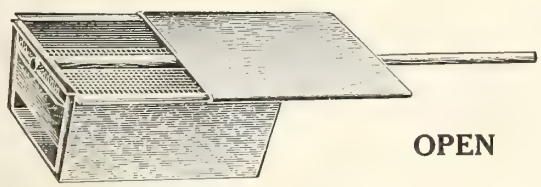
DAISY ASH SIFTER

A most profitable and easy selling article



CLOSED

Indispensable to the modern housewife. Eliminates dust nuisance when sifting. Easy to handle. Saves about 40 per cent. of coal bills.



OPEN

Write for circular and prices

SOREN BROTHERS

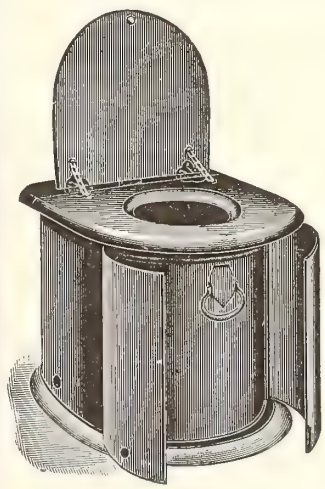
Wholesale Manufacturers of

TIN PLATE, COPPER AND GALVANIZED IRON WARE

811-815 King St. West **TORONTO**

BY USING

"RED CROSS" CLOSETS



Your customers can have **City Conveniences** although living in the **Country** or **Village.**

No Plumbing nor water required.

Perfectly Sanitary and Odorless

Can be installed anywhere in the home

Chemical used—a perfect germicide. Thousands of satisfied customers are our best advertisement.

Head Office:

Red Cross Sanitary Appliance Co.

Grimsby, Ontario, Canada

Western Agents:
F. E. CHAPMAN, 240 Chambers of Commerce, Winnipeg, Man.
CAMOSUN COMMERCIAL CO., Ltd., 1107 Langley St., Victoria, B.C.

Write for Catalogue

Stove Attachments

Stove Attachment Bases

Stove Attachment Ovens

Stove Attachment Oven Bases

Heaters

Ranges

Egg Beaters

Labor Saving and Safety Kitchen Utensils



WOMEN CHUSE FiReCo REG. WHY?

BECAUSE OF

Economy, Ease of Operation, Cleanliness

INVESTIGATE FOR YOURSELF

At either the Hamilton Centennial or Toronto Exhibitions

The Fuel Economizer Co., Limited

FACTORY
HESPELER, ONT.

HEAD OFFICE
HAMILTON, ONT.

WESTERN REPRESENTATIVES
WILSON, STINSON & CO., CALGARY, ALTA

The FiReCo Stove Attachment



Here is a device for which you can find a big field among those of your customers interested in the big problem of economy.

The FiReCo Stove Attachment is used for the conserving of fuel and the retaining of heat and saves anything from 40 to 80% of fuel bills.

It keeps water boiling for hours, heats irons, makes toast and will do the cooking for a small family at a cost of less than one cent an hour for fuel.

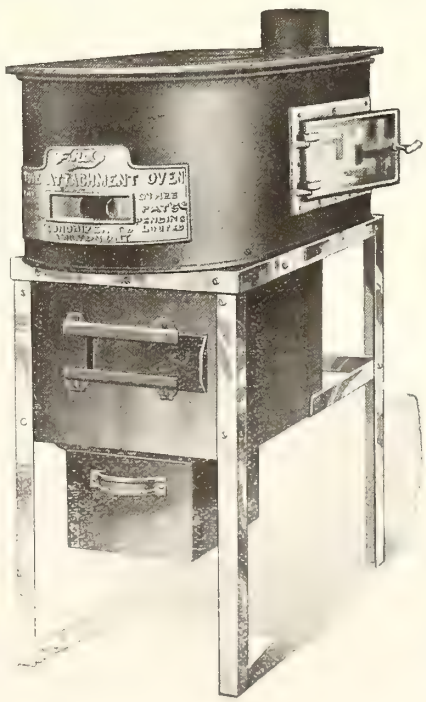
It can be used on any flat top stove fitted with one or more removable lids.

With all these distinct selling points you should have no difficulty in creating a big demand for them. Simply tell your customers you can help them reduce their fuel bills and you'll get them interested. One sale will lead to many more—all of which will be to your good profit.

The FiReCo Attachment Oven and Base

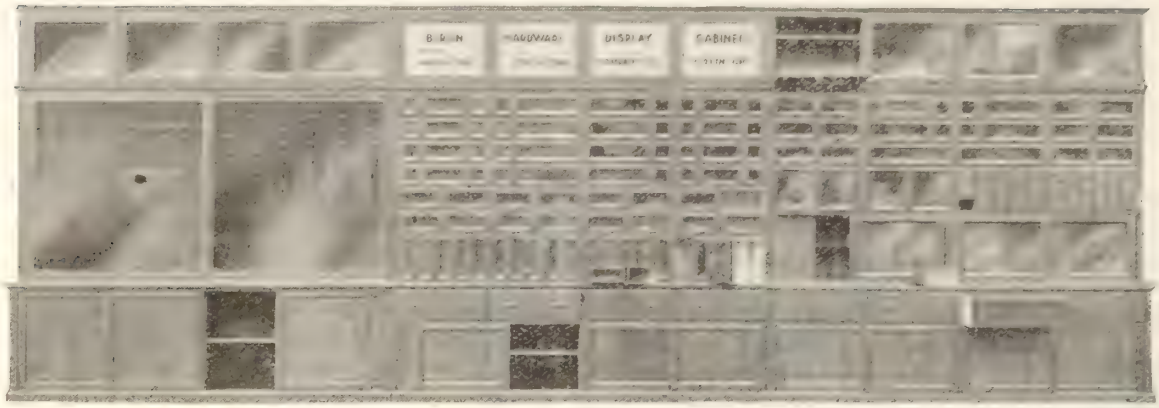
This is an oven which you can make particularly attractive to your customers at the present time. It is particularly convenient at camps, picnics or in the home where it is not necessary to heat a large range for light cooking puroposes.

The Stove Attachment oven will do the work of a small cook stove—at a greatly reduced fuel cost—and do it well.



We invite your investigation of these lines and are convinced you will find them to be a valuable adjunct to your business. It will pay you to communicate with us NOW or some other dealer in your town will be reaping the profits that might otherwise be yours.

The Fuel Economizer Company, Limited
HAMILTON, ONT.



An Attractive Store with Quick Service Wins Trade

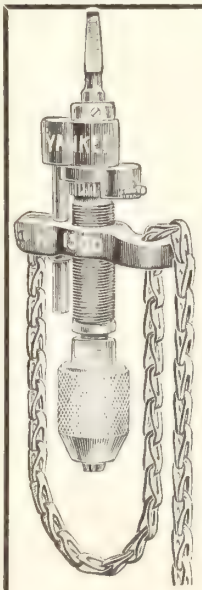
Berlin Hardware Display Cabinets are not only attractive but they are highly convenient. They display everything in plain view of the customer, and he can make his selection by merely pointing out the article he requires.

This is the kind of service your customers appreciate and good customer satisfaction is your finest business asset—the high road to future profits.

We also manufacture Silent Salesmen, Counters, Etc.

Send us dimensions of your Store and we will make estimates and suggestions to suit you

The Walker Bin & Store Fixture Co., Ltd., Berlin, Ont. Designers & Mfrs. of Modern Store Fixtures



No. 1500 with 3-Jaw Chuck

No. 500 with 2-Jaw Chuck

Here's a New One

"YANKEE" CHAIN DRILL

With Positive

FRICTION FEED

Adjusts itself automatically to the size Drill Point used, and feeds no faster than it can take. This saves Drill points. The slack in the chain is quickly taken up by the automatic friction movement, and this is reversed for slackening the chain or taking the Drill from the work, giving you the quickest operating and biggest time-saving Chain Drill made. There is no band feed to fool with, and nothing to catch and pinch the fingers. Like all other "Yankees" it is built as substantially as is possible to make it throughout.

Your Jobber Will Supply You

NORTH BROS. MFG. CO.

PHILADELPHIA, PA.

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

There's a Good Sale For Them

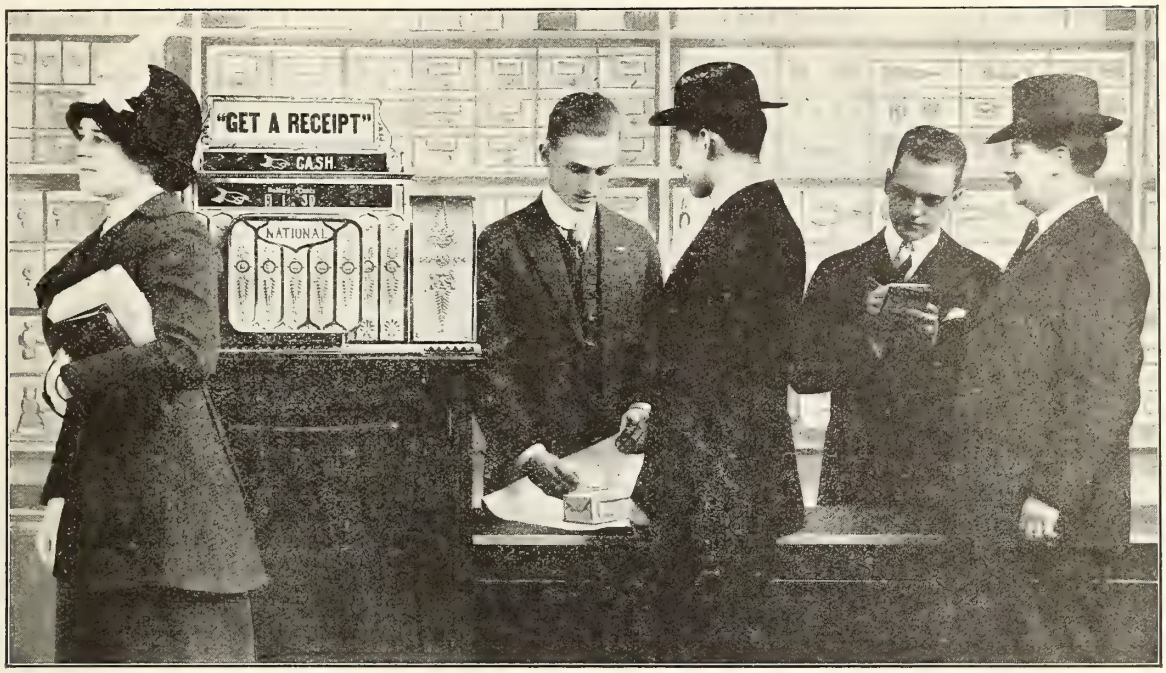
Manufactured solely by

Gutta Percha & Rubber, Limited

Successors to

The Gutta Percha & Rubber Mfg. Co. of Toronto, Limited

TORONTO MONTREAL WINNIPEG
CALGARY VANCOUVER



Make Every Sale Count

Get All The Profit From Your Summer Trade

No merchant can fail to overlook the profit on even a single sale.

The National Cash Register will enable you to get all your profit by stopping losses from mistakes and carelessness.

It compels the clerk to make correct unchangeable records of each transaction.

It prevents the failure to charge goods sold on credit.

It enforces accurate records of money received on account and money paid out.

It keeps you in touch with the details of all departments of your business and enables you to manage it to better advantage.

It Will Increase Your Profits—Write For Information

The National Cash Register Company

285 YONGE STREET, TORONTO

Canadian Factory:
TORONTO, CANADA

The Sign of M & S 1852 *Satisfaction*



When a Man Enters Your Store

And asks you to recommend a **good** line of paint or varnish brushes—don't hesitate. Don't try to sell him "cheap" brushes but sell him the satisfaction-giving kind. Sell him the brand that will bring him back for more.

"MEAKINS" Paint and Varnish Brushes

Our line of paint and varnish brushes is unequalled anywhere and the prices are such as to meet the most popular demands.

If your jobber cannot supply you we will be pleased to look after your requirements. There is no real substitute for the "Meakins" brand.

Meakins & Sons, Limited, Hamilton, Ont.

Warehouses:—Toronto, London, Winnipeg **Meakins Brush Co., Limited, Montreal**

THE NEW IDEA

One of the best Hand-operated Washing Machines Made

They have many of the famous New Century features and some exclusive ones; notably—DETACHABLE TUB, THE ABSENCE OF OBSTRUCTION INSIDE, COVER AND RUBBING BOARD THAT LIFT TOGETHER AND ALLOW WATER TO DRIP BACK INTO TUB.



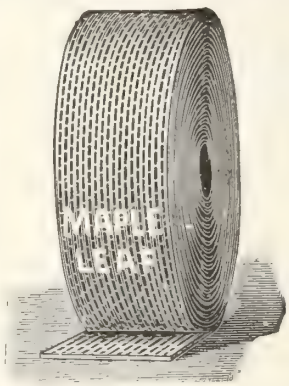
They're great sellers, and advertise you day in and day out.

We Protect the Dealer

Made only by

Cummer-Dowswell, Limited

HAMILTON, ONT.



To The Hardware Trade

Look over your stock and send your orders in NOW for

"Maple Leaf" Belting and Belt Dressing

so as to insure delivery within a reasonable time.

Manufactured only by the

Dominion Belting Co., Limited

Hamilton - Canada

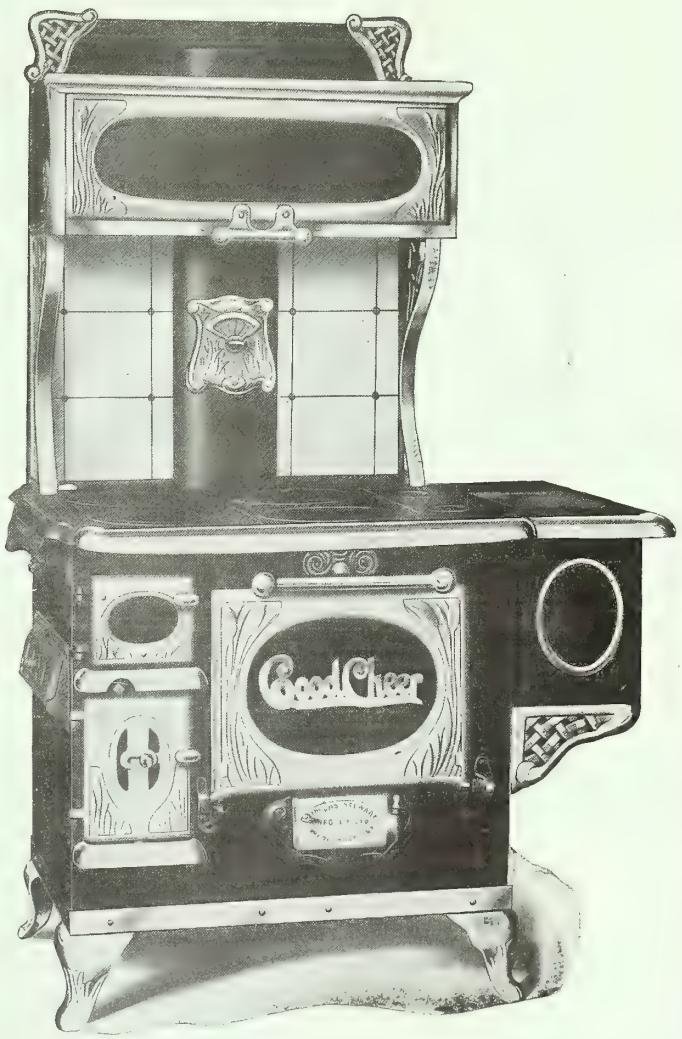
THE "GOOD CHEER"

STEEL RANGE No. 49-163

The daintiest piece of kitchen furniture yet designed



Just the very nicest range for the love-in-a-cottage couple. Makes cooking a delight and, as for her favorite recipes, well—she simply can't fail.



The No. 49-163 is the little sister of our big No. 69-211 21-inch oven "Good Cheer" (the handsomest range in Canada).

The No. 49-163 has four 9-inch holes ; 16x19x12 oven ; stands 30 inches in height to range top ; has key-plate top, duplex grates and removable nickel range edge ; encased copper contact tank or regular waterfront. Plain or tiled high closet.

Nos. 49-183 and 49-203, the 18 and 20 inch oven sizes, are exact duplicates of the No. 69-211, but with four 9-inch holes instead of six.

This "Good Cheer" line makes at once the finest and most complete assortment of the one range yet offered.

The JAMES STEWART MFG. CO., Limited

WOODSTOCK, ONTARIO

Western Warehouse **156 Lombard St., Winnipeg**

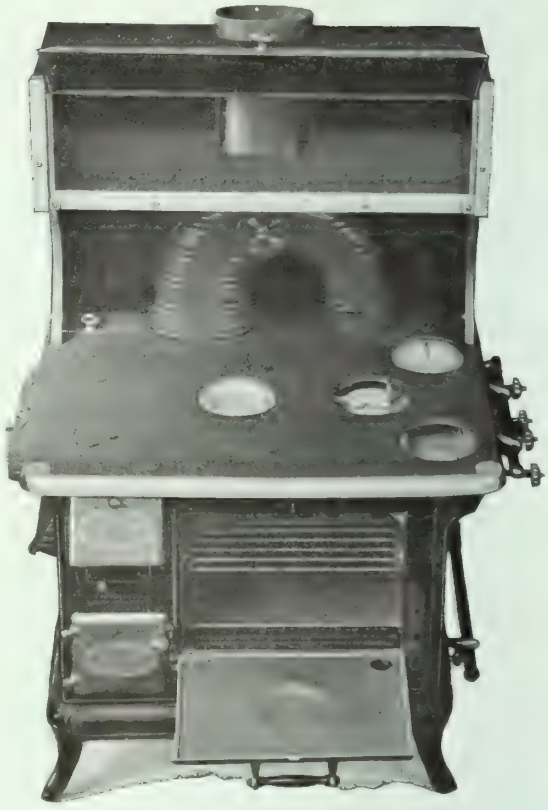
THE

"GOOD CHEER" PENNANT

Two Fuel Range



Gas, Coal or both together. Not a makeshift, but two distinct stoves in the one body. No moving of burners or reaching into sooty flues. Always ready for for either or both fuels.



It means kitchen economy and convenience unsurpassed.

It burns coal in the firebox and gas at every one of the burners, at the same time, if desired.

It burns the trash and waste paper while cooking or baking with gas—saving some gas—and getting rid of the trash easily.

It cooks two vessels back of a third one over front corner burner with only that one burner lighted.

It saves a full third of the gas bill for the two foregoing reasons.

It carries all poisonous gas fumes out of the house.

The JAMES STEWART MFG. CO., Limited

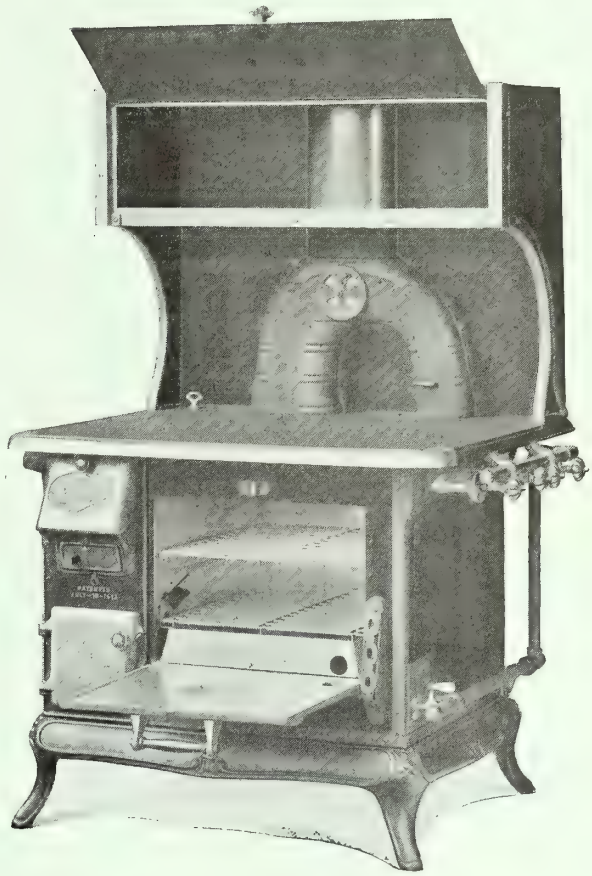
WOODSTOCK, ONTARIO

Western Warehouse **156 Lombard Street, Winnipeg**

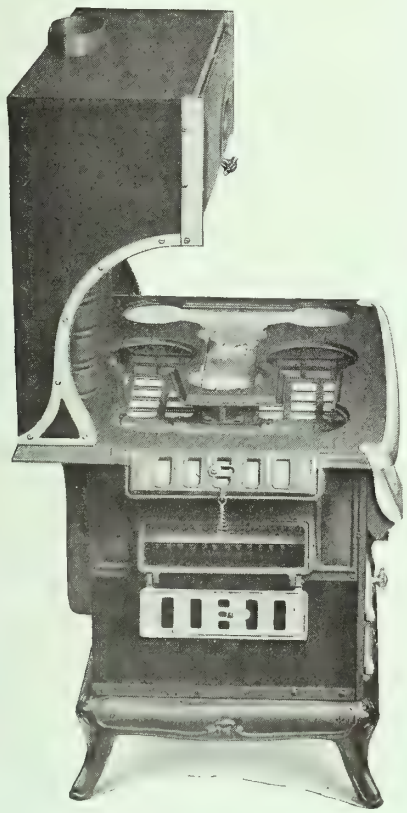
THE

"GOOD CHEER"

PENNANT



It cooks the morning meal with gas while the coal fire is "coming up." It permits the use of a regular water-front in the coal firebox. It enables you to change from gas to coal should the gas fail you at a critical time—as it has been known to do. It bakes perfectly with coal or wood. It



burns a perfect flame at each burner, when all are burning—something no other range does—because of our Patent Air Blast Burners. It's a labor saver not a labor maker.

If you have gas in your town, either natural or manufactured, this is the range which will have the call. If you would know more about it, don't delay writing us.

The JAMES STEWART MFG. CO., Limited

WOODSTOCK, ONTARIO

Western Warehouse **156 Lombard St., Winnipeg**

THE

"GOOD CHEER"

Circle Water Pan

WARM AIR FURNACES



And, back of all, stands The "Good Cheer," the furnace which has shown that a really delightful and healthful warmth is possible indoors in winter.

The Circle Waterpan makes life worth while.

MEMBER OF CANADIAN HARDWARE MANUFACTURERS EXHIBITORS ASSOCIATION

The JAMES STEWART MFG. CO., Limited

WOODSTOCK, ONTARIO

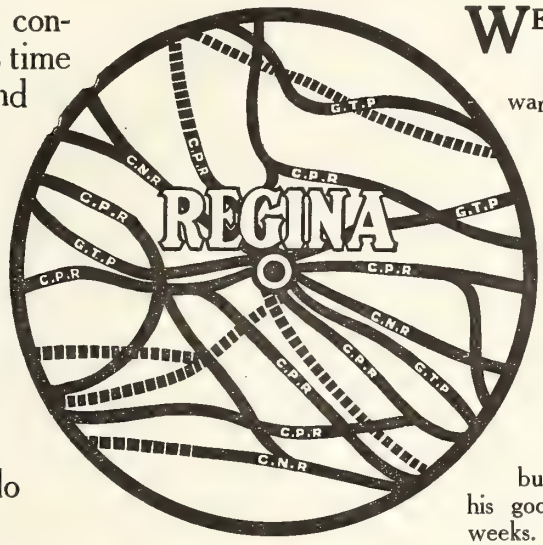
Western Warehouse **156 Lombard St., Winnipeg**

Your Own Warehouse in the West

HAVE you ever thought how paying long-haul rates on l.c.l. lots from Ontario to your North-West trade has affected your business?

Or have you ever considered how a 2-weeks time barrier between you and your customer affects your business?

We tell you, these things strike right at your bank book. Do you know for instance, that the man with the goods only 24 hours away from the buyer is going to do the winning business?



This reminds us of one of the big cloak houses in Chicago to-day. A couple of travellers started up the business. They hit their competitors right on the business solar plexus by establishing warehouses at Kansas City, Omaha, etc., where their goods were re-shipped.

Those fellows made thing hum in the cloak trade. They snapped up the western trade from their other Chicago friends like a streak.

The time-of-delivery advantage "sold" their lines.

WE have much the same sort of a proposition for you. We will establish what is practically a warehouse for you in Regina. We have the Can. Pac., Can. Nor. and G. T. P. right at our doors.

You ship us your lines by long-haul at redu ed car-load lot rates. Pay the low rate on the long haul.

We trans-ship and re ship from Regina on the short-haul in less-than-car-load lots. Pay the high rate on the short haul.

You sell. We re-ship. Your buyer, 24 hours from Regina, gets his goods in 24 hours instead of 2 weeks.

You have a cost-of-delivery advantage and a time-of-delivery advantage—a double bonus to help you sell your line.

Write us about it. Ask us for details.

FOUR classes of business benefit by our services. Which is yours? Fragile, perishable or bulky goods are shipped here from the East by fast, direct freight, obtaining every possible differential via Sudbury or via Port Huron and Chicago. These come safely and swiftly in car-load lots. They are re-shipped in broken lots by us on all the roads. This is class number one.

Class number two is unit-sale goods. Carriages, stoves, etc., are shipped to us in car-load lots, stored by us and re-shipped in broken lots as directed.

Class number three is grouped shipment business. All the orders of all your customers in this territory are shipped us as one lot, fast freight, or express, and we re-ship, for the short haul, as individual shipments.

Class number four is storage business, where we warehouse your western stock and re-ship as directed by your resident Regina staff.

WRITE us for details of service. Your own warehouse in Western territory is a magnet to get business. Our services duplicate those of your own warehouse—at lower fixed charges—and with expert knowledge of re-routeing and re-shipping, expert re-packing, and quick action shipments are of value you cannot afford to overlook.

REGINA STORAGE AND FORWARDING CO. LIMITED

REGINA, SASK.

WHY WINNIPEG WILL BECOME A GREAT MANUFACTURING CENTRE

WHY

Because Winnipeg has for years been the distributing and manufacturing centre of the Canadian West, and owing to its unique position always will be; and every railway that ever connects Eastern and Western Canada must pass through Winnipeg.

Because the soil of Western Canada is rich and fertile and the consequent development which is taking place is creating an unprecedented demand for manufactured goods.

Because since 1900 the migration of men and money into Western Canada has been unparalleled in the upbuilding of any country, and this will continue and increase for the reason that, there is no other such wide area left for agricultural development—the most substantial basis of any manufacturing district.

Because Winnipeg is the pivotal point of five railroad systems with twenty-two branches.

Because Winnipeg has available and easily accessible abundant varieties of raw materials for the manufacturer:—Grain, wool, flax seed, sugar beets, barley, clay, straw, pulp, wheat, limestone and sand, iron and mineral deposits and scrap iron, gypsum, peat, salt, manganese, etc.

Because Winnipeg is the greatest primary grain market in the World and all produce of the vast agricultural West being shipped to Winnipeg, insures the manufacturer cheap outward rates.

Because agricultural development and consequent railway expansion is so great in Western Canada that hundreds of new towns spring up every year. The needs of these cities and of the new farming communities opened up go to swell Winnipeg's market for manufactured goods.

Because Western agricultural development is barely begun, only 10 per cent. of the cultivable area being under plow and the vast resources of mines, forests and fisheries practically untouched.

Because Winnipeg is near the great growing Western market, which fact causes saving in long freight hauls and defies competition.

Because Winnipeg supplies manufacturers with cheap power—varying from one-half to one cent per k.w.—from the 60,000 h.p. municipally owned hydro-electric plant; which also supplies domestic and commercial lighting at cost.

Because no city in Canada, with equal or greater manufacturing output, can show a larger percentage of increase in the same period.

WHY

Because Winnipeg is the youngest of the four large manufacturing centres in Canada and has at her doors a market for manufactured goods, unequalled by that of these other cities.

Because during the year 1912 sixty-nine manufacturing industries actually started operations in Winnipeg and the records show that over 300 new factories have located in Winnipeg since 1907.

Because Western Canada is filled with prosperous people who buy liberally for their needs and often luxuriously to suit their tastes.

Because Winnipeg has a strong, thoroughly representative semi-official civic organization representing twenty-eight business bodies:—the Industrial Bureau, which helps to establish factories; educates local people to buy home-made goods; and exhibits all the year round in a fine Permanent Exposition, the products of Winnipeg's factories.

Because Winnipeg's citizens are fully alive to the importance of patronizing home industry, and co-operate in this, as in all movements for the public good, with loyalty and enthusiasm.

Because if Winnipeg was not the best distributing and manufacturing point the C.P.R., C.N.R., G.T.P., and G.N. railways would not have placed their Western headquarters here.

Because Winnipeg is now the Western labor market, and at the present rate of immigration from the large industrial centres of the world, will soon be the largest labor market in Canada.

Because in Winnipeg, technical education is available for all industrial workers, who wish to increase their efficiency.

Because reliable British workmen, permanently employed in Winnipeg are advanced transportation by the Home Reunion Association of the Industrial Bureau to bring their wives and families from the Old Country, establishing hundreds of re-united and contented homes and materially increasing the number of Winnipeg's workers.

Because during the past three years 358,859 immigrants from the United States have brought in $350,000,000 and new settlers reach Winnipeg in most months of the year at the rate of a thousand a day.

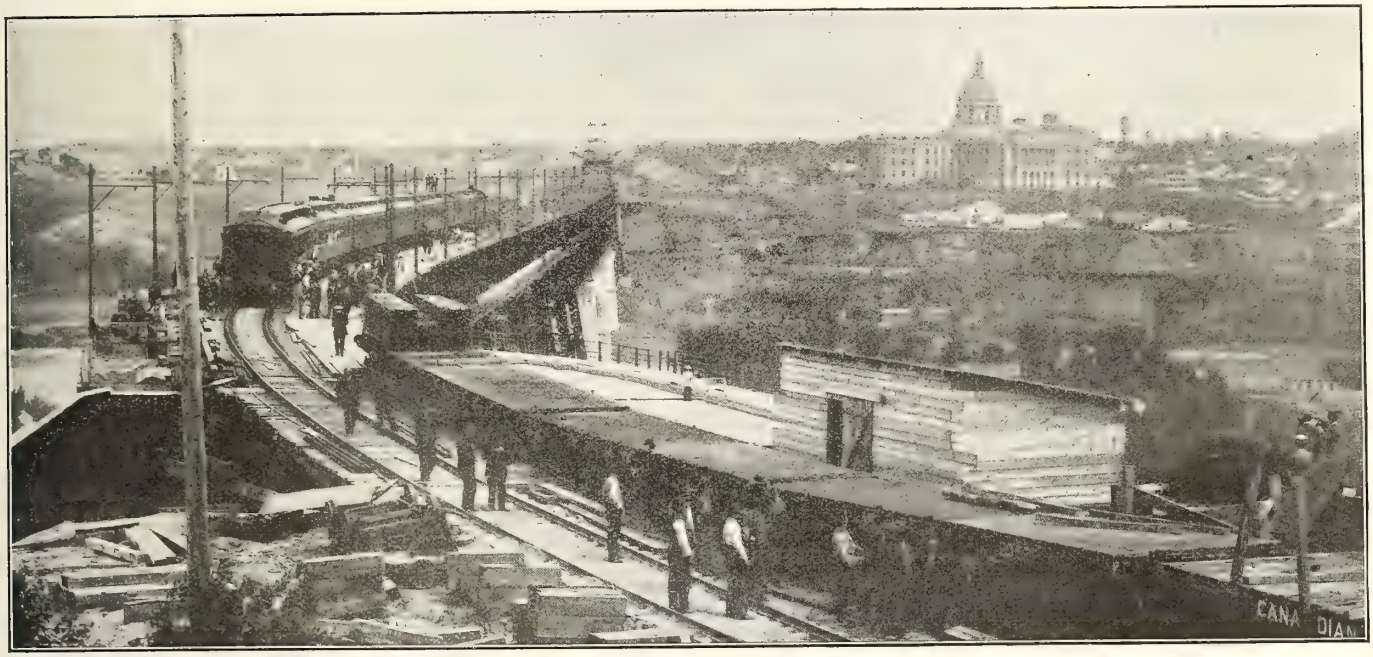
Because Winnipeg is expanding financially and commercially more rapidly than any modern city of like size, the annual building permits and bank clearings being greater than those of most cities of twice the population.

Special Reports prepared and mailed free of charge on the manufacturing possibilities of any line of Industry by addressing:

CHAS. F. ROLAND, Commissioner, Winnipeg Industrial Bureau, WINNIPEG, Man.

EDMONTON

Capital City of Alberta, offers excellent opportunities for the location of certain lines of industries. The logic of location, surrounding country, and rapid growth all pull strongly for **Edmonton.**



Forcible Figures

Population, 1901, 3,167; by card census, May, 1913—67,243.

Building permits 1905, $702,724; 1912, $14,446,819. For for the six months ending June 30, 1913, $6,345,405.

Tax assessment—land only—1905, $6,620,985; 1912, $123,512,590.

There are 26 chartered banks and branches in Edmonton, and bank clearing figures show these increases: 1908, $38,486,496; for 1912, $220,727,624. For the six months ending June 30, 1912: $100,278,844. Corresponding period of 1913, $105,806,286.

Passengers carried on street cars: 1911, 6,296,824; carried in 1912, 11,250,404; six months of 1913, 7,233,874.

Edmonton has 81 miles of sewers, 94 miles of water mains, 121 miles of sidewalks, 30 miles of paved streets, 801 acres of public parks.

Edmonton has coal beds containing sixty thousand million tons of coal directly under the city. Thirty mines are operated.

Strong Situation

Three great railway systems center on Edmonton—the Grand Trunk Pacific, the Canadian Pacific and the Canadian Northern. The Canadian Pacific is building a high level bridge and terminals at a cost of $2,500,000. The Grand Trunk Pacific is building a hotel to cost $2,000,000.

Edmonton is the chief central point of the Edmonton, Yukon and Pacific Railway, the Dunvegan, Peace River and British Columbia Railway, and the Alberta and Northwestern Railway.

Edmonton is the capital of Alberta, a province with an area of 253,540 square miles.

The country about Edmonton is very rich in agriculture and other resources, only partly developed.

At present, four railways are building into the Peace River Valley and country north and west of Edmonton. This country contains 40,000,000 acres of land and boundless resources of minerals, timber, natural gas, water power and cattle ranges.

SPECIAL REPORTS PREPARED FREE OF CHARGE

GEORGE M. HALL - Industrial Commissioner

EDMONTON, ALBERTA

REYNOLDS & JACKSON

MANUFACTURERS' AGENTS

To the Manufacturer We are prepared to act as agents for you on any reliable line that we do not at present carry. Let us get acquainted with your proposition, we can make the connection highly profitable to you and beneficial to us both.

WE ALREADY REPRESENT:

CLARE BROS. & CO., Preston
ENTERPRISE FOUNDRY CO., Sackville, N.B.
ALEX. McARTHUR & CO., Montreal
CANADIAN BUFFALO SLED CO., Preston

To the Dealer Let us quote you on lines made by the above manufacturers. Our reputation for fair dealing is a *guarantee* of the most complete satisfaction, and our facilities for prompt shipment are excellent. All orders, large or small, will receive our best attention.

Place a trial order with us and let us prove our Claims

CALGARY, ALBERTA

STORE FRONTS
CORNICES SKYLIGHTS
METAL CEILINGS

Shingles, Siding and Corrugated Sheets

Made in the West for the Western Trade exclusively.

Send on your plans—we will submit detailed estimates that will help you get this business with a nice profit.

Co-operate at once with the home producers—

Winnipeg Ceiling & Roofing Co., Ltd.

P. O. Box 2186 WINNIPEG, MAN.

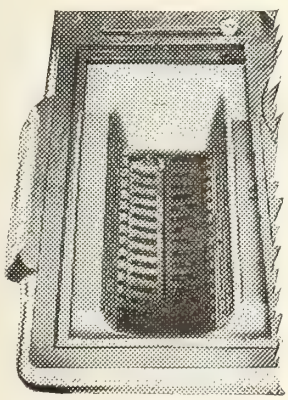


Our Ranges have an Individuality all their own

They are made in the West to meet western conditions and do splendid work with very little fuel.

One ton of soft coal goes a long way with a Copp Steel Range, simply because the fire box is made to burn all the gas.

SILVER KING

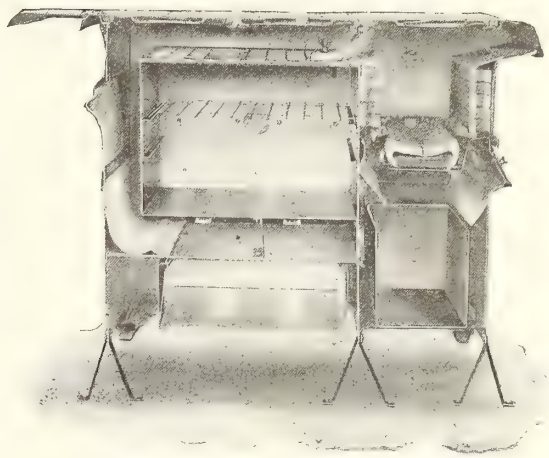


A perfect Fire Box consumes all the gas

SPECIAL FEATURES

ALL OUR OWN

- The Aerated Fire Box
- The Coppered Steel Oven
- The Ash Pit Check
- The Lower Warming Drawer
- The Reversible Fire Linings
- The Round Cornered Flues



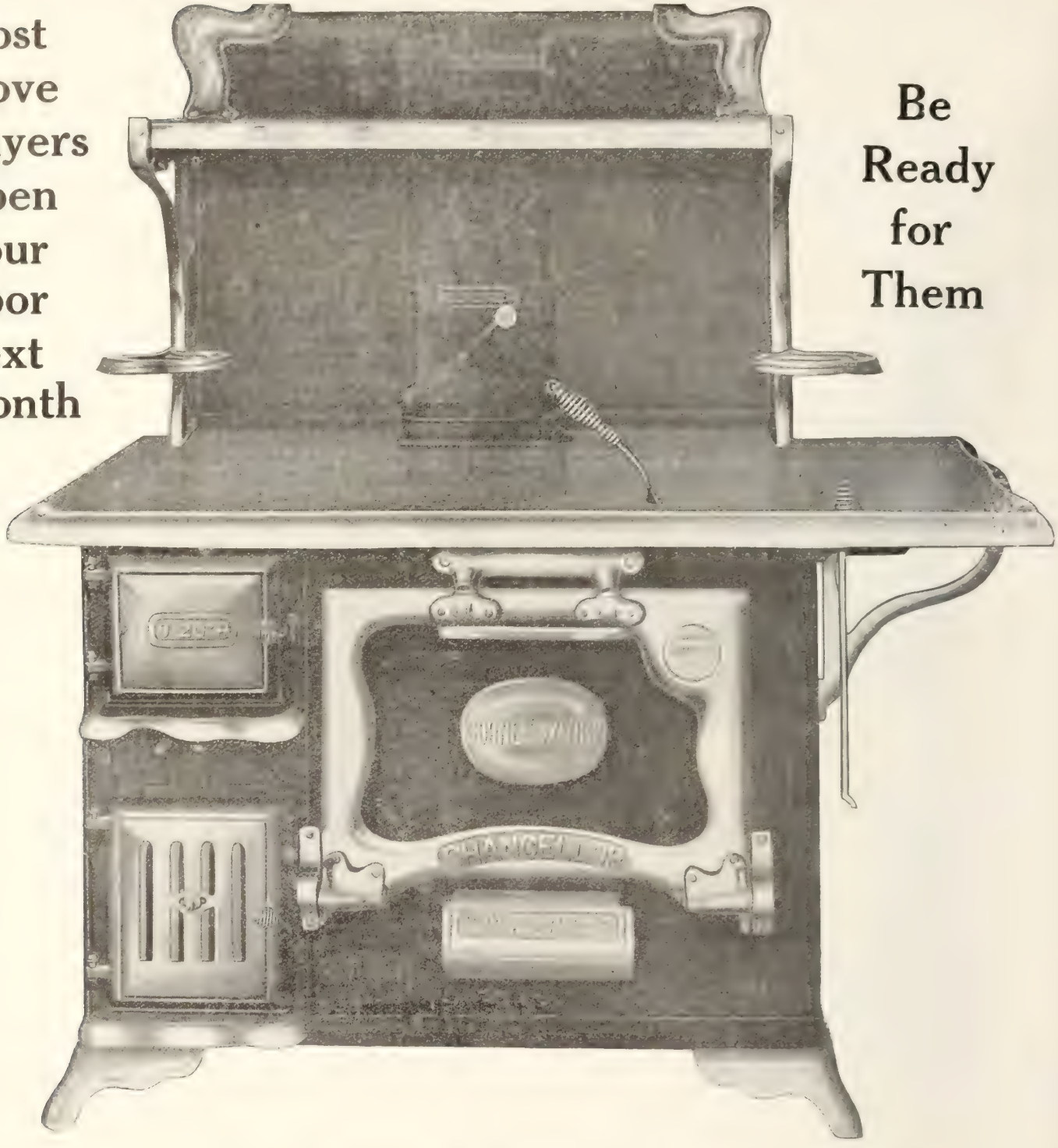
Silver King Cut in two, showing inside construction

We have six good practical exclusive features, any one of which would give our range the preference over an ordinary one, but when you have them all combined in a Range with the beautiful appearance of our Silver King you have something to talk about that leaves your competitors without a leg to stand on.

The Copp Stove Company, Limited

Factory : Fort William Warehouse and Sales Office: Winnipeg, Man.

Most Stove Buyers Open Your Door Next Month



Be Ready for Them

Four Good Selling Points

that will send Gurney-Oxford stoves off your floor. When you handle the Gurney-Oxford line you don't "keep" stoves you *sell* them, and here's why:

1. The patented Economizer is a one lever device that accomplishes marvellous results. When you tell your customer that it saves 20% of coal; holds the fire for over a day; completely controls the range, and ventilates the kitchen, she sets her mind on having *that* range.
2. Another unfailing argument is the divided flue, which distributes the heat evenly around the oven, keeping it at the same heat *all over.*
3. The Reversible Grates allow the coal to burn to a fine white ash, giving clinkers no chance to accumulate.
4. The easily operated, lift up hearth saves room and avoids dust.

Added to these are a host of other points, and *a complete selling plan,* such as no other Canadian stove concern can offer.

Just send us a post card for details to-night.

THE GURNEY FOUNDRY CO., LIMITED

Toronto, Ontario

Montreal **Hamilton** **Winnipeg** **Calgary** **Vancouver**

Get this into Your Stove Talk, Mr. Dealer

It Means Business for You



THE GURNEY-OXFORD ECONOMIZER

The GURNEY-OXFORD "Economizer" will save 20 per cent of the fuel and will make it possible for the housekeeper to have the fire under perfect control; from a quick baking heat to a slow fire, which will last for thirty-six hours, is accomplished by simply moving the handle of the Economizer on the dial. This is a fact which will sell stoves better than anything else you can talk. Figure, too, how interested the good housekeeper will be when you point out that this same device will ventilate her kitchen, will draw the smells of the cooking up the chimney instead of sending them through the house. If you are interested, Mr. Dealer, ask us more about this. We will show you that these statements are facts, and you as a good business man will realize that these facts will turn "lookers" into "buyers." Remember, too, that this Economizer is backed by national advertising. People will come to your store asking about it. Better get our new book covering our wholesale proposition from our nearest office.

GURNEY-OXFORD **The Gurney Foundry Company** LIMITED GURNEY-OXFORD

TORONTO

Montreal **Hamilton** **Winnipeg** **Calgary** **Vancouver**

THE S.M.P. Lithographed Stove Board

Latest Rug Pattern Design



Wood or Paper Lined

Manufactured in all Standard Sizes

Lithographed in three colors

Colors of background, yellow or green

PRICES ON APPLICATION

THE SHEET METAL PRODUCTS CO.

of Canada SUCCESSORS TO Limited

Kemp Manufacturing Co.

Montreal TORONTO Winnipeg

KEEP UP THE GOOD WORK



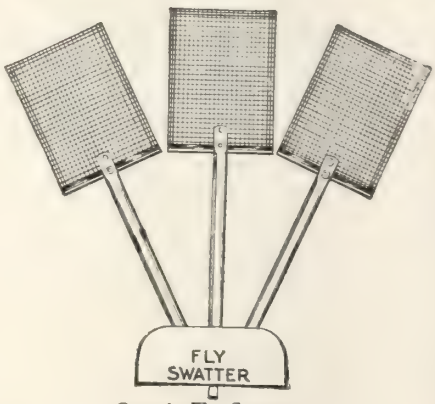
Balloon Fly Trap

All the flies are not dead yet—in fact, the month of August offers the most favorable conditions for the breeding and development of this disagreeable and dangerous pest.

The BALLOON FLY TRAP is always in working order, and never lets up. Always room in it for another victim. No trouble to keep going. Packed nested one dozen in a carton.

The ONTARIO FLY SWATTER is a five cent line, and is very flexible, so it conforms to any uneven surface, and never misses—if aimed straight. Packed one dozen in a carton.

Flies are not protected by the game laws, and the season is open as long as one can be found. Gather them in.



Ontario Fly Swatter

E. T. WRIGHT CO., LIMITED, Hamilton, Ont.

VANCOUVER WINNIPEG TORONTO

If you want to Buy or Sell a Retail Business Try the Want Ad page of this paper for Quick Results

The BON CHEF



Brighten up your stove trade by ordering a sample of the **BON CHEF**, our new six cover, semi-plain cast range. Medium price. Made in No. 8 and 9 sizes. Cast high shelf can be bolted on mantel, or range can be fitted with steel high closet as shown above. The fire box flues, top and oven are perfectly proportioned to suit Canadian requirements.

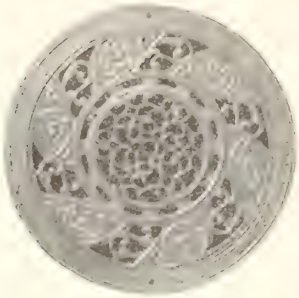
The Moffat Stove Company

Weston, Ontario

Winnipeg **Calgary** **Vancouver** **Montreal**



Ceiling Plate



Floor Plate

REGISTERS

Ideal Registers are noted for their selling qualities. The designs are attractive. The perfect castings and excellent finish keep them sold and bring repeat orders.

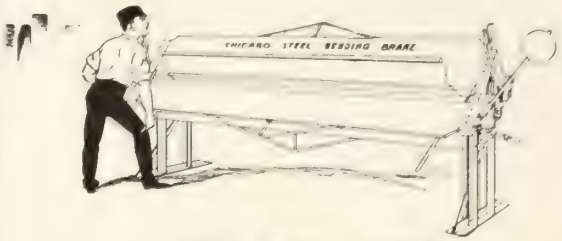
For six and seven inch pipe. All black or black and white finishes.

Look over your stock and write us today for the names of jobbers selling these registers in your territory; also get our booklet showing a large line of stove and furnace trimmings—the kind every dealer uses.

SOME OTHER THINGS WE MAKE

Fireplace Fixtures	Double-Acting Hinges	Door Latches
Waffle Irons	Screen Door Hinges	Saw Vises
Griddles	Mop Sticks	Chest Handles
Meat Broilers	Door Knockers	Foot Scrapers
House Numbers	Pulls	Steak Pounders
Pulleys (all kinds)	Harness and Coat Hooks	Quilt Frame Clamps

STOVER MFG. CO., 732 East St., Freeport, Ill.



READ THIS

"We have been using your Steel Brakes for 7 years. We can not recommend your machines strongly enough, as they do the greatest variety of work, and are the quickest and easiest to handle, and at the same time turn out better work than any other Brakes we have used.

"The Steel Straight Edge we are using we find indispensable when once tried. "Yours truly,

"WESTERN SHEET METAL CO.
"Per J. M. CAMPBELL."

Isn't that an excellent testimony to the high efficiency of

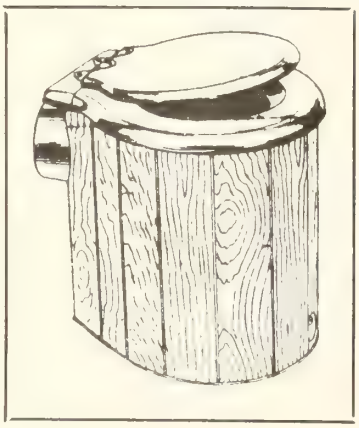
Chicago Steel Bending Brakes

(Made in all sizes)

They save their initial cost in a short time. Do their work quickly. Can be operated by one man with the least possible effort.

Write for particulars

The Steel Bending Brake Works
LIMITED
Chatham, Ontario



Something Different to the Regular Chemical Closet

Kendrick's Aerated Dry Closets

Are healthy, comfortable, durable and economical
The only absolutely odorless dry closets on the market

No waterworks or sewerage required
No offensive burning out
No polluted matter to be carried out

It's an easy paying proposition for you, Mr. Dealer, and worthy of your consideration

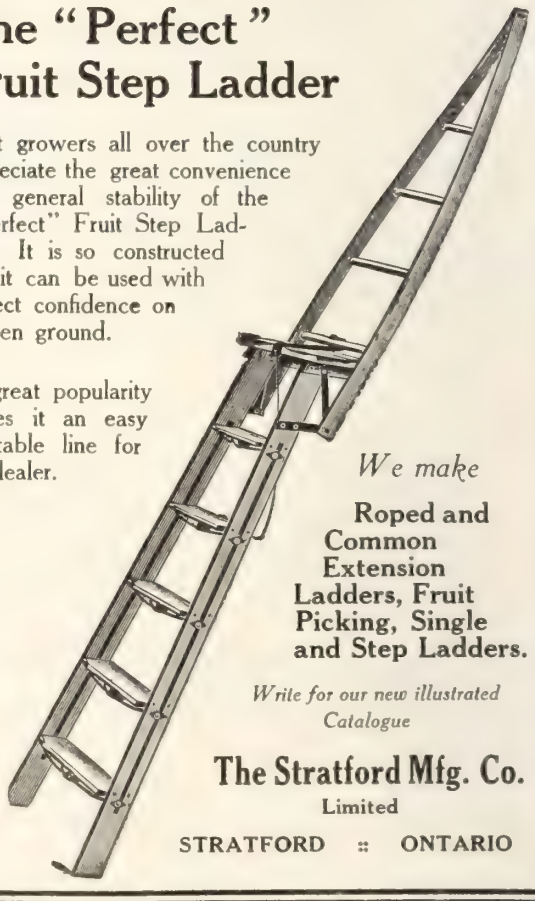
Write for attractive booklet giving full description

SUPERIOR SUPPLY CO., Limited
Hagersville - Ontario

The "Perfect" Fruit Step Ladder

Fruit growers all over the country appreciate the great convenience and general stability of the "Perfect" Fruit Step Ladder. It is so constructed that it can be used with perfect confidence on uneven ground.

Its great popularity makes it an easy profitable line for the dealer.

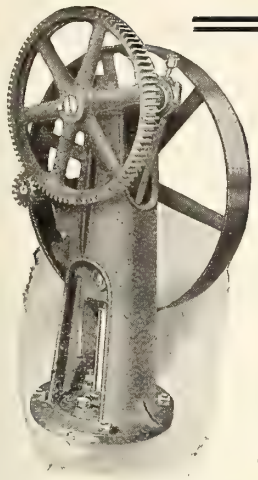


We make

Roped and Common Extension Ladders, Fruit Picking, Single and Step Ladders.

Write for our new illustrated Catalogue

The Stratford Mfg. Co.
Limited
STRATFORD :: ONTARIO



Duplex Double-Acting Power Pumps

3 to 60 gallons per minute capacity.

Deep Well Power Heads

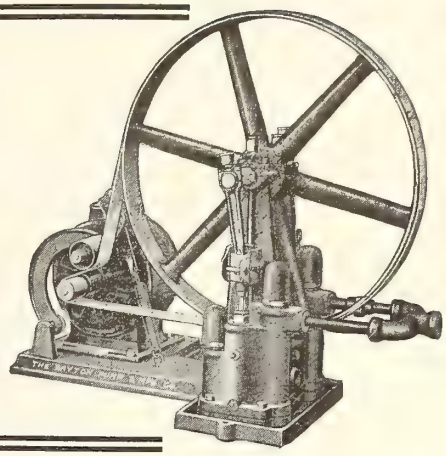
6", 8", and 12 Strokes

All pump parts are made to gauges, jigs and templates, and are interchangeable. Especially desirable where quiet running and low cost of operation are essential.

DAYTON WATER SYSTEMS

We desire trade arrangements with responsible dealers. Catalog on request.

The Dayton Pump & Mfg. Company, Dayton, Ohio, U.S.A.

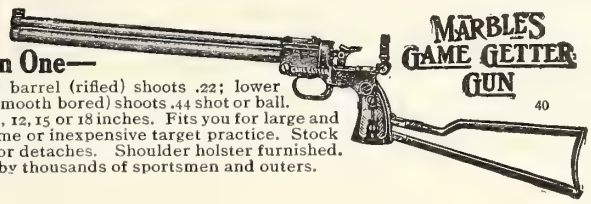


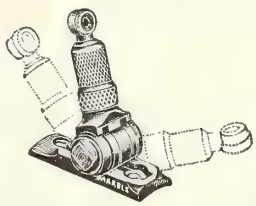
NOW IS THE TIME TO PUSH TRADE MARBLE'S MARK NECESSITIES FOR SPORTSMEN



Two Guns in One—

Upper barrel (rifled) shoots .22; lower barrel (smooth bored) shoots .44 shot or ball. Lengths, 12, 15 or 18 inches. Fits you for large and small game or inexpensive target practice. Stock folds up or detaches. Shoulder holster furnished. It is used by thousands of sportsmen and outers.









Marble's Cleaners—Composed of discs of soft brass gauze on a twisted, spring-steel wire—revolve and follow the rifling—assuring a perfectly clean bore. **50c.**

Marble's Rifle Rods are of three brass sections fitted with steel screw joints and swivel tips. Guaranteed not to bend or break. **$1.00**

Easy Quick Boot Repairers—No cement used. Cannot come off. Will not hurt the foot. Three sizes. **10c, 15c, 20c.**

Safety Pocket Axe—Indispensable when camping, hunting or fishing. Will cut down an 8-in. Norway pine in five minutes Guard is lined with lead. Blades are finest tool steel—tough and keen—guaranteed. The steel handles are nickel plated. Grips are rubber. The wood handles are selected hickory with nickled guard and receiver. **$1.50 and $2.50**

Safety Hunting Knife—Long blade with short handle. Extension guard folds in and locks blade open. Hilts, bolsters and Lining are German silver. Grips are genuine stag. **$3.00 and $4.00**

Auxiliary Cartridges
Shoot .22, .25 and .32 pistol ctgs. in H.P. Rifles. **75c.**

Ideal Hunting Knife—The quality of this knife combined with its beauty of design and finish has won for us a world-wide reputation as makers of the highest quality hunting knives. Handles are made of stag slabs or leather discs, with red and black fibre and and brass discs. Tips are stag. The back of point can be used for chopping bone. 5 in., 6 in., 7 in., and 8 in. **$2.25 and $3.50**

Coat Compass—Never goes wrong. Attaches to outside of coat and is waterproof Balances so readily that direction can be taken while walking. **$1.25 and $1.50**

Waterproof Matchbox—Is absolutely moisture proof. Size of a 10-g'ge shell. **50c.**

Marble's "Flexible" Rear Sight—Does not lock up. It yields when struck and at once flies back to place. Cannot catch and break. Locks *down* when desired. Made for all American Rifles. **$3.00**

Improved Front Sight—Enables one to "hold over' and still see object. Best for running shots. Used by most professional rifleman. **$1.00**









MARBLE ARMS & MFG., CO., 515 DELTA AVE., GLADSTONE, MICH., U.S.A.

Hardware Window Dressing

Sent post paid for $2.50

The recognized authority on window displays in hardware stores. Every merchant and clerk should have a copy. :: Well bound in cloth.

COMMERCIAL PRESS, Ltd., 32 Colborne St., Toronto

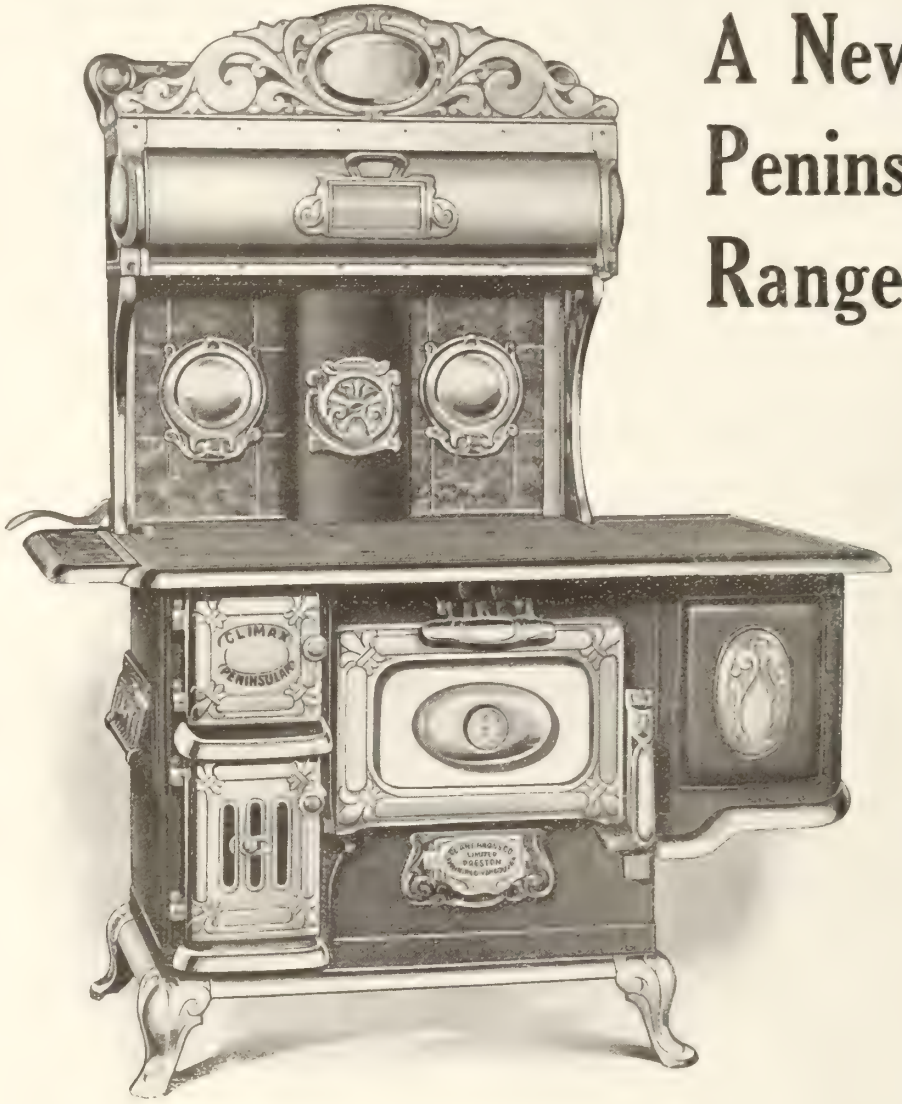
"STORE MANAGEMENT COMPLETE"

272 Pages *ONLY ONE DOLLAR* 13 Chapters

Tells all about the management of a Store, so that not only the greatest sales but the largest profit may be realized.—By Frank Farrington.

COMMERCIAL PRESS, Ltd., 32 Colborne St., Toronto

A New Peninsular Range



The Climax Peninsular for Coal and Wood

This is a New Peninsular Steel Range of handsome design, highly finished and moderate price

No.	Covers	Size of Oven	Wood Length
69-16	Four 9 in.	16 x 19 x 12	26
69-18	Two 6 in. Four 9 in.	18 x 19 x 12	26
69-20	Two 8 in. Six 9 in.	20 x 19 x 12	26

Clare Brothers & Co., Limited

Preston - Ontario

BRANCHES:

CLARE & BROCKEST Limited. Winnipeg
RACE, HUNT & GIDDY, Edmonton
REYNOLDS & JACKSON, Calgary
J. M. KAINS & CO., Vancouver
THE MECHANICS' SUPPLY CO., Quebec

NEW PENINSULAR OAKS

THE
HERO OAK



THE
FANCY OAK



This new line of OAK Stoves follows the popular fancy for castings without any deep carving.

The illustrations display the attractive character of the design. The doors are large and the durable bar grate is used. The price is equally as attractive as the design.

No.	Diameter of Body	Weight Plain	Weight Nickelled
12	12	100	110
14	14	120	130
16	16	140	150

Clare Brothers & Co., Ltd., Preston, Ont.

BRANCHES:

CLARE & BROCKEST, Limited, Winnipeg
RACE, HUNT & GIDDY, Edmonton
REYNOLDS & JACKSON, Calgary
J. M. KAINS & CO., Vancouver
The MECHANICS' SUPPLY CO., Quebec

SEND FOR A

Hecla Furnace Catalogue

If you have not already received a copy for your file send a card and we shall mail you one immediately.

The catalogue explains in detail the value not only to the dealer but to the consumer of those distinctive features of HECLA Furnace construction such as Fused Joints, Steel Ribbed Fire Pots, Circular Water Pan, Cast Iron Combustion Chamber, Individual Grate Bars, etc., and shows how their advantages can be clearly and convincingly explained to a prospective buyer.

The present popularity of the HECLA Furnace is founded on its success in operation,—a success that is general from the Atlantic to the Pacific. The good will created by the many thousands of HECLA heated homes all over the country and the influence of the wide spread and systematic advertising which we are doing in the newspapers and magazines throughout Canada is of inestimable value to the men who install HECLA Furnaces.

Moreover we carry large stocks of HECLA Furnaces not only at Preston, but at convenient shipping points throughout Canada, from which prompt delivery can be made.

There are still some points where we have no agencies. If there is no HECLA dealer in your town, write for a catalogue and get our proposition. We can not only help you sell furnaces, but help you sell them at a profit.

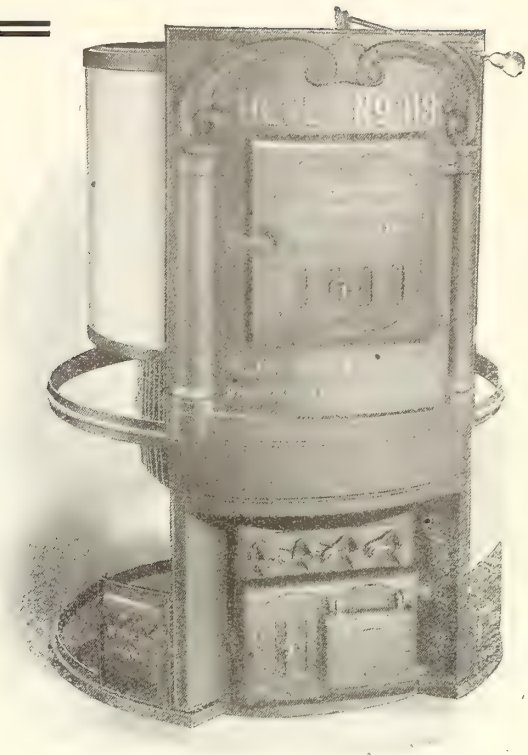
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The MECHANICS' SUPPLY CO., Quebec

HECLA Warm Air Furnaces



Hecla Features That Make Sales Easy

HECLA Patent Fused Joints
(No gas or dust)

HECLA Cast Iron Combination Chamber
(Makes for durability)

Steel Ribbed Fire Pots (Patented)
(Save one ton of coal in seven)

Individual Grate Bars
(Make cleaning easy)

Circular Water Pan
(Even distribution of moisture)

No.	Diameter of Fire Pot	Size of Fire Door	Capacity
116	16 inch	12 x 13 inch	10,000
119	19 inch	12 x 13½ inch	15,000
122	22 inch	12 x 14½ inch	25,000
125	25 inch	12 x 14½ inch	35,000
128	28 inch	12 x 14½ inch	60,000

Write for New Catalogue

Clare Brothers & Co., Limited

Preston - Ontario

BRANCHES:

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J. M. KAINS & CO., Vancouver
The MECHANICS SUPPLY CO., Quebec

Design No. 53



We have many designs in

Front and Inside Door Sets

Here you find illustrated two of our newest.

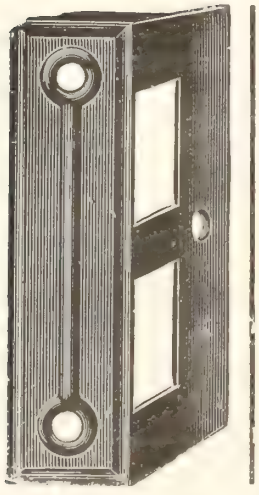
They are very neat and are proving good sellers. Right now.

Door Bells
Letter Box Plates
Push Plates
in a variety of designs

Design No. 54



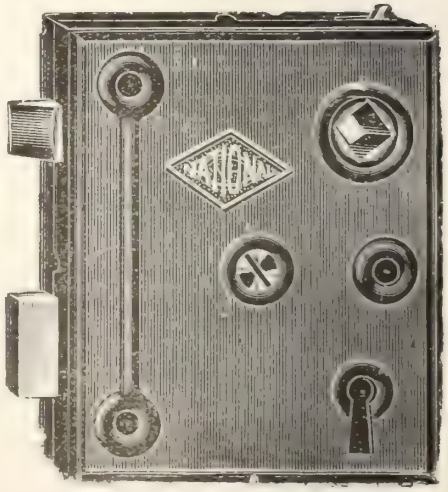
NATIONAL STEEL RIM LOCKS



This is a lock of exceptional strength and durability

The Locking Mechanism is very simple and cannot get out of order.

Ask your Jobber for Prices



National Hardware Company, Limited

ORILLIA :: ONTARIO

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOLUME FIVE | TORONTO, AUGUST, 1913 | NUMBER EIGHT

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Stove Trade Outlook.

The manufacturers of stoves and furnaces do not appear to be at all perturbed about the outlook for the fall trade.

Judging from the information we have been able to obtain sales during the first three or four months of the year were larger than during the corresponding period in 1912, but since then there has been an easing off, and dealers are chiefly confining their purchases at the moment to immediate requirements.

For fall delivery, however, good orders have been received. All the manufacturers with whom we have communicated report to this effect.

To the manufacturers and dealers in stoves the promise of good crops means a great deal. If the present promises are fulfilled we would not be surprised to see the volume of business in the heating trade exceed that of last year.

The population of the country, through immigration alone, is nearly half a million larger than it was at this time a year ago. Putting it another way, enough people have crossed our borders during the last twelve months to populate a new city the size of Montreal. Few of these people may purchase automobiles, but probably one-fifth of them will need stoves. If they do that will mean a demand for something like a hundred thousand stoves of one kind and another.

In the face of the good crops which the country is likely to garner it would, it appears to us, be unwise for retailers, on account of the recent recession in business generally, to under-estimate the possibilities of their trade. It seems to us that the wisest thing they could do would be for each to make a careful study of the conditions in his own particular territory. This done orders for stoves and other fall goods should be placed for such quantities as the circumstances warranted. And then lay out a plan of campaign to sell the goods.

Such a plan would necessarily, in order to be complete and effective, include newspaper advertising, circular letters and window displays.

There is always a little more business to be obtained by those who want it hard enough to put forth a little more effort to get it.

A little more vim will always induce a little more business.

Fall Trade in Mixed Paints.

If the present favorable crop conditions prevail until harvest time, next fall ought to see a good trade in ready-mixed paint.

Great as has been the development in the paint trade during the last few years we are only beginning to approach the margin of its possibilities.

The paint that is being used is scarcely anything to what will in the future be used. One has only to go around with his eyes half open to realize this.

The buildings in both city and country which are in need of a coat of paint are in number almost too great to count.

This means almost unlimited business possibilities for those who have the ambition, the will and the resourcefulness to get out after it.

In probably no line carried by the hardware dealer is there as much backing up and co-operation by the manufacturers as in ready-mixed paints.

Color cards, booklets and leaflets are prepared by the ton and placed in the hands of the retail trade to distribute among consumers. In addition to this large sums of money are spent by the manufacturers in magazine and newspaper advertising. All this paves the way for the retailer. But it is only those who utilize it that reap benefit from it.

Color cards and other forms of literature designed to excite the interest of the consumer when left under counters or packed away in boxes are as of little use to the retailer as blank sheets of paper. Like food they must be used if they are to do good.

They should be handed out to customers and enclosed in goods to be delivered. But above all things they should be mailed to a carefully prepared list of people. The preparation of this list is not always an easy matter. It takes time and patience, but it pays. A great many retailers do not need to be told this. They know it from experience.

Those who have not such a list should begin its preparation at once. In country places the voters' lists will serve as a good basis. But do not depend upon the voters' list alone. Get clerks and members of the family interested. Encourage them to keep

their eyes open when they are abroad for buildings of various descriptions that are in need of a coat of paint. The aim should be to make the list as select and effective as possible in order that ammunition and effort be not wasted. The better the list the better the results.

A good many retailers throughout the country find that it also pays to use space in local newspapers. It backs up the circular work.

The window no dealer of any importance would think of neglecting. And in this, and in color cards and other forms of literature, the manufacturer comes to his assistance.

With all the facilities that are at his disposal, no hardwaremen has any excuse for neglecting to use his window with good effect for the displaying of ready-mixed paints.

And the present is not a moment too early for the dealer to prepare his plans for the fall trade.

The more a window is crowded the less effective are its selling qualities.

The Cash Problem.

A certain dealer announced some months ago that he had decided to adopt the cash system. When written to recently by the journal for a statement of his experience he replied that he had not after all put the system into operation. "I am sorry, however, that I did not," he added. Why he regretted not doing so he did not say.

Much can no doubt be said both for and against the strictly cash basis of doing business. Some who tried it have discontinued it. Others have tried it and stuck to it. Some of them say they would not go back to the old system on any account.

In some places the conditions are undoubtedly more favorable to the adoption of the cash system than others. But while this is true, a good many more dealers would to-day be conducting their business on a cash basis were it not for the fact that they lacked the courage to do so.

To turn into a strictly cash business one that has otherwise been previously conducted undoubtedly means the loss of certain customers. Obsessed by this fact many dealers tremble on the brink and fear to take the plunge.

Many dealers who think they could successfully do a cash business, but fear even the temporary falling off in the volume of business that would follow, have compromised on a discount for cash system, either in the form of an actual reduction in price or a coupon system. In view of the success they have met it is rather surprising that even more dealers have not followed their example.

A system which encourages customers to pay cash has many things to commend it. In the first place it is less risky than the inauguration of a strictly cash system and does not call for the exercise of as much courage. Then it has the further advantage of educating customers to the advantages which accrue to them by the payment of cash, which in turn assists in paving the way for the ultimate adoption of the purely cash system if deemed advisable.

It is quite possible that by this means a dealer could in time build up such a large trade with cash customers that he could afford, without running any risk, to finally cut off all those who bought on time.

The subject is one which is well worth the attention of those who have not yet given it consideration.

Antidote for Quiet Trade.

In times when trade is quiet those who suffer most by it are those who are the least aggressive in their efforts to secure business.

When buyers have a good supply of money and their wants are correspondingly large it naturally follows that it is easier to sell merchandise than when the opposite conditions prevail.

Early in the year a manufacturer in Canada found that, through the conditions over which he had no control, he was losing a great deal of business which came from a certain quarter. Being resourceful, he reached out aggressively for business in another quarter which he had been neglecting. His business for April was in consequence the largest on record.

The possibilities of a successful business man are largely limited by his resourcefulness.

The retailer who is both resourceful and aggressive is ever on the outlook, whether times are good or bad, for ways and means of enlarging his business.

He knows that one of the most effective things to do is to advertise, and that the more he advertises the quicker will the desired results be obtained.

There is not a store in Canada but whose business could be increased in a very short time by a campaign of good advertising.

Reliability of merchandise, good service and window dressing will do a great deal toward developing business; but these without advertising are crippled. They have to creep instead of run.

Advertising is the force that brings customers to the store. It is the services rendered that determine whether they wil be retained or not.

A little more good advertising will bring a little more trade.

There is no reason why business should be allowed to go to the dogs even in the dog days.

The Morale of Re-Sale Prices.

The recent decision of the Supreme Court of the United States regarding the re-sale price of proprietary articles naturally raises a question in one's mind in regard to the morale of the principle itself.

Should the manufacturer, in the first place, be permitted to fix the re-sale price? Secondly, is the re-sale price advantageous to the retailer?

There may possibly be instances in which a manufacturer, through the adoption of the re-sale price system, may be clothed with power that would be unjustly employed. But as a general thing it is hard to conceive any sound reason why he should be denied the right to fix the re-sale price at whatever figure he may choose, provided, of course, he does not enjoy a monopoly of a commodity that is a public necessity.

As a general thing the object of a manufacturer in fixing the re-sale price is actuated by a desire to prevent the retail price being cut. Price-cutting, he is perfectly aware, will ultimately affect the sale of his goods, if persisted in for any length of time. For retailers will gradually discontinue selling that which does not return them a fair profit.

A re-sale price on every thing he sells, even if possible, would scarcely be to the interest of the retailer To make a fixed price on everything would be to turn the retailer into an automaton or a nickel-in-the-slot machine. A retailer who is a salesman would certainly resent such a condition.

It therefore resolves itself into this: There are

certain staple lines on which the fixing of a re-sale price that ensured the dealer a fair profit would be welcomed by him, but beyond that such an innovation would be scarcely acceptable.

There are many lines upon which the retailer must be at liberty to fix his own selling price.

A wisely spent vacation does for the brain of the business man what summer fallow does for the field: increases its productiveness.

Business and Pleasure.

He is an unwise man, be he merchant or clerk, who has not regular relaxation from business. To confine oneself wholly to business both narrows one's outlook and impairs one's health.

There is a saying among golfers to the effect that business should never be allowed to interfere with golf. Of course no one is serious when he makes that statement. But there are some men who become so wrapped up in their favorite amusement or sport that they allow it to crowd out time and thought that properly belongs to business.

Business is a serious matter, and there should be given to it all the time and thought that is its due.

Business is business. To fill up business hours with thought and talk about baseball, lacrosse, horseracing and other forms of sport is neither good for trade nor health. It is good for nothing.

On the other hand, when a man embarks on a vacation or engages in any game or pastime he should throw business cares to the winds.

That which every merchant and every clerk should aim at is a proper balance between business and pleasure so that due justice will be given to each.

It is this that makes bright, resourceful, efficient and healthy merchants and clerks.

There is nothing so effective as advertising to attract new customers to the store.

Be Fully and Well Insured.

The question of insurance is of the utmost importance to every merchant. We hear so many cases where dealers have lost their all by failure to keep themselves protected against loss by fire that it seems as if the question requires some special emphasis.

Insurance of course costs money, but this cost has to be borne by the business, the same as any of the other expenses. It is foolish of the merchant to neglect this important matter. In addition, in justice to the wholesalers who have given him goods on credit, as well as for the protection of his family, he should be well insured.

He should not only be fully insured, but be certain that his insurance protects—that there are no flaws in his policies—so that if fire does overtake him he will receive the amount he expects.

The question of insurance is dealt with in greater detail in another section of this issue. The article is well worth the careful attention of every dealer.

A good clerk is an asset, a bad one a liability.

Neglect of Potent Factors.

There are hundreds of merchants throughout the length and breadth of the land who scarcely ever pay any attention to window dressing, while advertising they shun as they would the Evil One. And yet of the potency of these two factors in the development of business there can be no doubt.

If every dealer in the land who is now practically neglecting these two factors were on the morrow to come to himself and follow in the train of those who already intelligently and persistantly dress their windows well and judiciously advertise their wares and the service they are in a position to render, a revolution would be worked in a short time, and country customers, who now think it is the proper thing to buy from mail order houses, would wake up to the fact that for more reasons than one it would be to their advantage to buy at home.

When you see an opportunity for getting business don't stop to scratch your head. Opportunities, like yesterdays, are gone forever when once they are past.

Growling Will Not Help.

To sit on one's haunches and growl about the evils of mail order competition will not mend matters. On the contrary it will only aggravate them.

Except in possibly certain lines the country merchant is quite competent to compete with the mail order houses. His goods are just as good in quality, and he is as a rule able to meet the catalogue price. He also possesses the advantage of acquaintance and nearness to his customers.

But all these things avail not unless he makes a continuous and systematic effort to acquaint the public of the fact.

Discourtesy is even more offensive to customers in the "dog days" than it is when the temperature is at freezing point and tempers are not likely to boil over so easily.

Manufacturers are Waking Up.

As manufacturers and wholesalers become obsessed with the fact that a town or city can only grow and develop just in proportion as its merchants grow and develop is it possible for them to obtain anything like an adequate conception of the far reaching effects of mail order competition.

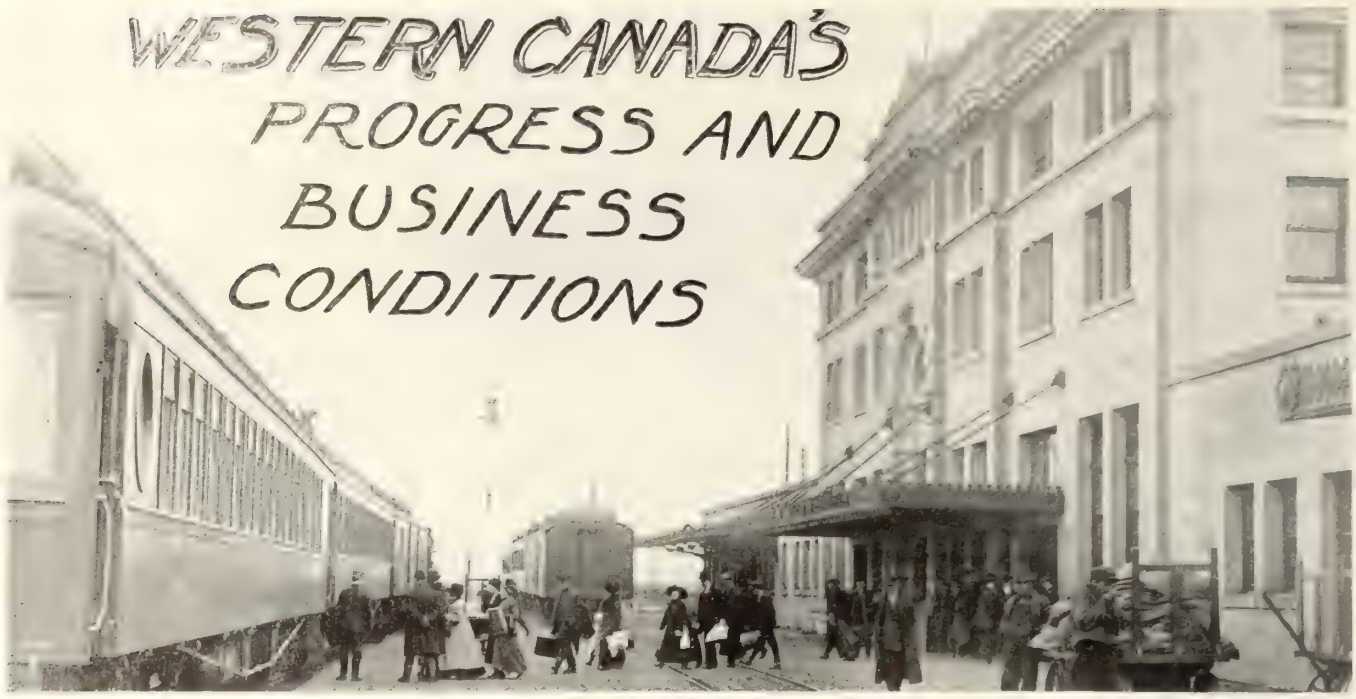
When they obtain this conception they realize that the battle is theirs as well as that of the struggling retailer. Some of the manufacturers and wholesalers are begining to conceive this.

There are probably many retailers, who, in considering the effect of mail order competition upon their own immediate business, do not realize its effect on the general welfare of their respective towns. If they did I cannot help thinking there would be greater concentration of effort in devising and employing ways and means of educating the people around them to the facts of the case.

There may be some people who care little whether their town waxes or wanes. But the great majority of the people do care a great deal. To educate these should not be an impossible task.

THE measure of our success depends upon the quality, strength and continuity of our effort.

WESTERN CANADA'S PROGRESS AND BUSINESS CONDITIONS



Effect of the money stringency in Western Canada—Easier conditions expected shortly—Building activity shows decrease, but other branches of trade satisfactory—Not enough mixed farming in West—Railway development work continues on a large scale—Manufacturing industries developing — Panama Canal will have effect on Eastern trade — Immigration continues to increase.

BY WESTON WRIGLEY

"Eyes West" is an unnecessary command at this season of the year. The eyes of all interested in Canadian progress are already watching eagerly to note the slightest change in mood in that wonderful land which has been the "Mother Goose" to millions and has been prolific in the laying of golden eggs.

A few months ago the bankers of Canada very rightly reached the conclusion that "wildcat" speculation in sub-divided lands in and near Western Canada cities, towns and railway sidings was liable to seriously injure Western development. The Balkan war provided a ready excuse for tightening up the money situation and instructions were passed along to branch bank managers to "clean up."

Canada, as a growing country, is necessarily a borrowing nation, and as the West is the section which is growing most rapidly it is also where the largest loans are needed. Hence, when the screws were put on by the banks, not only the real estate "wildcatters," but the builders, wholesalers and retailers found that instead of being given the usual assistance by the banks they were called upon, instead, to reduce existing obligations.

Money Stringency Benefits District Jobbers.

Encouraged by several years of astonishing activity in building, and by the incoming stream of about 1,000 immigrants a day passing through Winnipeg, wholesale houses and manufacturers had filled enormous warehouses with stocks and had been very liberal in extending credit to retailers going into business. The retailers, in turn, gave easy credits to farmers and new settlers and, encouraged by the stories of wealth being made out of the rapid rise in land values, wholesalers, retailers, clerks, farmers—in fact, everyone in the West as well as thousands in the East—speculated in land and passed on to the real estate men most of the ready cash they could lay their hands upon. In some cities it is said patients could hardly get proper care owing to doctors having their minds upon real estate investments.

When the day of reckoning came wholesalers and manufacturers in response to the bankers' demands, pressed for payment of outstanding accounts and withheld further shipments unless payment was forthcoming, this compelling the retailers to gather in monies owing to them and to get closer to the cash system. Buying became more of a hand to mouth character, and instead of the usual carload orders going to Winnipeg, the district jobbing houses in Regina, Saskatoon, Calgary and Edmonton secured large increases in business in small lots to supply immediate needs.

Builders Suffer From Over-Speculation.

Builders have felt the effect of the bankers' action to a much greater extent than those engaged in merchandizing. With the bankers gathering in every dollar available and loan companies refusing the supply money for new buildings except under the most favorable conditions, building has fallen off from 10 to 60 per cent. in most Western cities, only a few places, such as Regina, Medicine Hat and North Battleford showing an increase for the first six months of 1913.

Real estate dealers have, of course, been hit the hardest as while prices have not fallen very materially, property transfers are very few and further sales of lots in subdivisions eight or ten miles from cities are out of the question. Hundreds of real estate firms with desk room and telephones have been forced to quit and look for more legitimate means of earning a livelihood.

To show how serious real estate speculation was becoming, it is told that during last year $55,000 was withdrawn from the savings deposits in one bank in a small Manitoba town for real estate investment.

On all sides the banks are given credit for calling

a timely halt to the evil results of over-speculation in land and the subdivision of farms near towns and cities. Had the check not come this year the ill-effects would have probably been felt for a much longer period than they will at this time. While there are a few who express fear that next year will also be a lean one, the general opinion is that with a good average crop this year money conditions will improve and there will be plenty of money in circulation next spring and summer to allow building and development work to continue in accordance with the needs of the country with its increase in population of nearly 400,000 annually.

A Good Average Crop Assured.

In 1912 the fertile lands of Manitoba, Saskatchewan and Alberta produced nearly half a billion bushels of grain, the figures being 196,000,000 bushels of wheat, 224,500 000 bushels of oats, 49.600,000 bushels of barley, and 12,900,000 bushels of flax. This meant hundreds of millions of dollars taken from the land alone, without taking into account the additional hundreds of millions of wealth brought in by new settlers, secured as loans by municipalities and produced by workers in lumber, mining and industrial enterprises.

This year the weather was backward during the spring, but steady rains fell during June and July, and with the exception of Southern Manitoba, where the crops are still considered a little backward, the results of the writer's observations and inquiries are that a splendid, if not a record-breaking crop is assured, providing frosts do not come too early. Wheat was already heading out in July and the growth of straw was sturdy if not very high. To speak positively of a crop is impossible until the second week of August when cutting begins, but crop conditions have seldom been more favorable than during the latter part of July when this is being written.

Weaknesses in Western Farming.

Action cannot be taken too soon by the various governments to encourage more mixed farming in Western Canada. While in Winnipeg I was told of butter being imported from Denmark, Sweden and Minnesota, and while in Saskatoon a provision dealer was in court for selling rank butter. Large quantities of canned "Bluenose" butter are imported from Nova Scotia and quite an industry exists in Ontario in mixing poorer grades of butter with good Ontario butter, the mixture being molded into prints and sold under various brands in Western Canada. Eggs and other farm products are also imported largely into the West. Last year Alberta, with its rich grazing lands, imported 1,200,000 pounds of creamery butter, 300,000 dozen eggs, 160,000 pounds of dressed poultry and 325,000 pounds of cheese.

Banks should be empowered to loan money to farmers on grain, but the Government should insist that a certain percentage of live stock be kept. There is a steadily growing market for all garden and farm products in the Western cities and the lands need the fertilizer which would be the by-product of the cattle and swine.

Not only are Western farmers too prone to adopt the easier method of robbing the soil by yearly crops of wheat or oats and reaching out for more land, but they are also too ready to criticise the railroad and elevator companies for not providing elevators for grain storage. A farmer in Eastern Canada would be considered a fool if he raised grain without providing barns for storage. Barns are, of course, more expensive in the West, but when the farmer can secure portable metal grainaries capable of storing 1,000 bushels for approximately $100, the fault certainly lies with himself if he harvests a crop worth $10,000 or so and fails to provide his own storage facilities. Hardware merchants should be able to do a large trade in these metal structures.

Moving the 1913 Crop.

Never before were conditions more favorable to moving the Western crop more expeditiously than this year.

The C. P. R. has been spending many millions of dollars straightening and double tracking their line from Sudbury to Fort William; to Winnipeg, across the prairies and through the mountains. This year they are building 101 miles of new sidings alone, each



First train crossing the high level double deck bridge between Edmonton and South Edmonton on June 2. In the background are the old Hudson Bay Fort, the former seat of government and the new Parliament Buildings, costing $3,000,000

of a standard length of 1,000 feet. Their roadbeds are being put into the finest possible condition, and hundreds of miles are being added to their already extensive branch line mileage. A 14-mile tunnel is to be built near Rogers' Pass, B.C., and altogether $100,000,000 is to be spent this year, according to a recent statement of Sir Thomas Shaughnesy, president of the C. P. R.

The new transcontinental line of the Grand Trunk Pacific from Winnipeg to Cochrane will also be available for moving this year's crop, according to the announcement of Major Leonard, Government Railway Commissioner. This line is remarkably well built, with a minimum grade, and should be a big factor in not only moving the crops but also in opening up a new section for settlement. On the prairies the G. T. P. are also doing their share of development work, while from Edmonton to Prince Rupert, especially near Fort George, B.C., the Grand Trunk have thousands of men engaged on construction work.

The Canadian Northern, according to report, are not building their lines on so permanent a basis as the two older railways, but they are continuing their policy of building branch lines on the prairies and expect to lay 1,700 miles of track in Alberta alone this year, in addition to the line they are building from Edmonton to Vancouver, via Fort George. The C. N. R. line from Sudbury to Fort William is in course of construction and may be completed next year. The C. N. R., with its large mileage on the prairies and its large elevator capacity at Port Arthur is able to move a large share of the Western grain crop.

The Dominion Government has spent fifteen million dollars during the past ten years on harbor improvements at Port Arthur and Fort William and will spend two million more this year. The elevator capacity at the head of the lakes is also being greatly enlarged.



Warehouse of J. H. Ashdown Hardware Co., Calgary. Built in 1910, the top two stories were added in 1912, and the six story building is now being duplicated to care for the increasing trade.

Business Conditions in Western Cities.

Bank clearings are the best evidence of business conditions, and when it is realized that in spite of the reductions which must necessarily result from the practical stoppage of real estate transfers and the reduction in building activity, that bank clearings in most Western cities show only a slight falling off from 1912 figures, while in many cases there is an actual increase, it will be seen that business conditions are very satisfactory. The figures for June, compared with June of last year, make this very clear:



New warehouse of Revillon Wholesale, Limited, Edmonton, occupied this summer and already said to be too small. There are eleven shipping platforms.

	June, 1913.	June, 1912.
Montreal	$242,716,711	$245,227,409
Toronto	175,102,536	192,814,905
Winnipeg	116,961,105	117,104,297
Vancouver	49,389,201	53,781,524
Calgary	19,236,217	26,745,172
Ottawa	17,590,451	19,059,247
Edmonton	18,859,991	17,135,853
Victoria	15,180,040	14,775,923
Hamilton	15,331,991	12,757,953
Saskatoon	7,466,578	8,958,076
Regina	9,372,947	9,557,613
Halifax	8,476,687	7,886,399
London	7,674,533	6,700,100
Lethbridge	2,207,127	2,683,299
Brandon	2,294,283	2,555,376

Building permit figures, given on another page, show that Saskatoon, Moose Jaw, Calgary, Lethbridge and Victoria have had decreases varying from 20 to 60 per cent. from last year's record figures, while Winnipeg, Vancouver and Edmonton show reductions in activity of from 10 to 20 per cent., Regina, Medicine Hat and North Battleford showing substantial increases.

Demand for builders' supplies and builders' hardware has, of course, fallen off, but wholesalers and retailers interviewed by the writer reported, in many cases, actual increases over last year's volume of trade in other lines of hardware, stoves furniture, groceries, etc.

Trade Reports Very Satisfactory.

G. F. Stephens & Co., paint manufacturers, Winnipeg, reported increases over every month last year, the first half of this year being the best in their history.

Winnipeg hardware jobbers reported a good trade in most lines, except builders' hardware. They prepared for a big year, however, and have large stocks which they are trying to reduce. They have been more anxious to collect than to sell goods.

Winnipeg stove houses reported a good trade in furnaces and warm air registers. Stove bookings have been light, but stocks in retail stores are very low and

warehouses are being filled in expectation of a heavy demand after a good crop is harvested.

The Alaska Bedding Co., Winnipeg, reported sales as being slightly larger than during the first half of 1912 with collections about 10 per cent. better than last year.

Grocery houses in Winnipeg and other cities reported a very satisfactory trade with a strong tendency towards the cash system.

J. F. Cairns, departmental store, Saskatoon, reported a substantial increase over 1912, with collections good. He had just sent the buyers for his furniture and other departments East to buy fall goods.

Stamco, Limited, Saskatoon, were enjoying a much larger trade than last year and had just begun the manufacture of iron beds in addition to tents, mattresses, etc.

Revillon Wholesale, Limited, Edmonton, had just moved into a large new fireproof warehouse, and their business was growing so fast that they already needed more room. They did a $3,000,000 trade in hardware, groceries, etc., last year, and look for a one-third increase this year. Trade in the Peace River and Fort George districts is steadily increasing.

Blowey-Henry Co., furniture, Edmonton, reported that while June showed a falling off trade up to that month had been well ahead of last year.

J. H. Ashdown Hardware Co., Calgary, had built a five-storey warehouse in 1910, and had to build a two-storey addition last year. Trade this year is very heavy and they are building a seven-storey building, doubling their capacity.

Wood, Vallance & Adams, Limited, Calgary, who opened their warehouse last fall, reported that they are already running ahead of their estimated trade, although some of this business would undoubtedly have secured by their Winnipeg warehouse.

Wood, Vallance & Leggat, Limited, and McLennan



Peart Bros. Hardware Co.'s warehouse at Regina. A warehouse 2½ times as large is to be built next year.

& McFeeley, Vancouver, both reported a good volume of business, with a falling off in builders' supplies.

The Restmore Manufacturing Co., Vancouver, reported that local business in furniture was none too good, but they had plans out for a large new factory to be erected this fall. The Alaska Bedding Co. also intend to erect a bed factory at Vancouver.

The B. A. Paint Co., Victoria, reported the largest business in their history, and stated that they intended opening a warehouse at Edmonton in addition to the one they recently opened at Calgary.

Peart Bros.' Hardware Co., Regina, state that their jobbing business shows a large increase over last year, although their policy this year is to hold credits firm, even to the prejudice of future trade. Retailers are



Large warehouse recently occupied in Vancouver by Wood, Vallance & Leggat, Limited.

appreciating the benefits of buying from local jobbers in small lots rather than from Winnipeg jobbers in carloads. Plans are being prepared for a new warehouse with a capacity of two and one-half times their present five-storey building.

McKellar Bedding Co., Fort William, had just occupied their new three-storey factory, 85 x 100 feet, and took the view that the present financial stringency should not be minimized but that even though business suffers for a few months or even a year, that it will be for the best in the long run.

Civic Work Stopped in Several Cities.

While some cities were fortunate in selling debentures early in the year, others have been unable to do so, and civic work has stopped. Saskatoon, Calgary and Vancouver being thus hampered, these cities having also been the ones where the greatest amount of "wildcatting" was done in selling farm lands as city lots.

Winnipeg, with its wide streets and fine buildings, and with its magnificent Industrial Exhibition, open day and night the year round, impresses the visitors very favorably.

Saskatoon also has wide streets and a score of fine stores and office buildings, but the visitor gains the impression that the future has been discounted by several years in the building of several of these skyscrapers. The Quaker Oats Company recently erected a $350,000 plant here.

Edmonton will be a great city, as it has a wonderful country to the north and west as well as to the south and east. Coal is mined within the city limits and manufacturing industries will find Edmonton, with its three railways a good location. The Grand Trunk Pacific is building a large hotel to be known as the Chateau Macdonald, and the C. P. R. has erected a magnificent office building and a costly high level bridge half a mile long connecting Edmonton and South Edmonton. The Swift-Canadian Company's packing house is probably the most important industry.

Calgary is also a fine city, and the C. P. R. has shown its faith in its future by the erection of a magnificent thirteen-storey hotel costing $1,500,000. It will always be an important distributing centre for wholesalers and manufacturers. It has been over subdivided, however, and with eight-foot concrete sidewalks on side residential streets a considerable distance from the business centre over-enthusiasm in civic expenditure is evident.

Vancouver and Victoria are Pacific Coast cities the

future of which is beyond doubt. When the writer first saw Vancouver, just before the Klondike rush in 1897, it was a city of about 25,000. Now it has a population of about 140,000 and suburbs containing probably 25,000 more. It has wonderful possibilities as a shipping and distributing centre, and with the opening of the Panama Canal it may catch up with the over-development of its residential areas. At present it is considerably overdone and rentals are so high that many retailers are closing up branch stores or going out of business. Victoria will always be a splendid residential city with a good tourist and wholesale trade for Vancouver Island. New Westminster, on the Fraser River, will continue to be the centre of the salmon fishing industry.

HOW TIGHT MONEY WAS IN JUNE

A Winnipeg business man who had a good line of credit needed some ready money in June, and as the banks were not extending any additional credit he sold his share in a coal mine in Alberta for $40,000, receiving $12,500 cash and $27,500 in securities. He deposited the cash, intending to check against it to pay some outstanding obligations, but the bank manager appropriated the deposit, telling the business man that they would apply it to his overdraft. The bank would probably have been satisfied with the securities, but they lost no chance to gather in the ready cash.

A Saskatoon merchant had $10,000 in notes in his safe, but the bank would not advance a cent on them. A note was then tendered bearing the endorsement of a man worth over $300,000, but the bank again refused to advance any cash to the merchant.

Medicine Hat, which has grown from 4,000 to 15,000 in three years, has an unlimited supply of natural gas and is, with its suburb, Redcliffe, a centre for brick manufacturing industries and will attract many more factories. It is hard to understand, however, the reason for the proposed S. M. Knechtel furniture factory, the ground for which is not yet broken as power is a much less important item in manufacturing than labor, raw material and shipping facilities.

Moose Jaw has a fine industry in the Robin Hood Flour Mills and has a fine farming country surrounding it.

Regina is favorably situated to be an important wholesale centre and as the capital of Saskatchewan will be a fine residential city. The Grand Trunk Pacific are building a large hotel here.

Fort William and Port Arthur, the twin cities at the head of the lakes, are growing remarkably, Port Arthur having had an increase of 110 per cent. and Fort William 51 per cent. for the first six months of 1913 over the same period a year ago.

Manufacturing in the West.

Speaking of the opening of the Made-in-Canada train at Montreal, Mr. G. E. Drummond said that this train conveyed fraternal greetings to Western Canada.

"Our factories are no longer confined to our eastern territory, they are spreading into the great West. Winnipeg is a manufacturing centre of no mean proportions. Ten years ago Winnipeg claimed twenty-one factories within its borders; to-day there are at least 250 factories in that city, with a monthly payroll well on the way to $1,000,000, and with an annual output value of upwards of $40,000,000.

"The census figures recently published show wonful growth in manufacturing in the principal cities of the West, during the period from 1905 to 1910. In 1910 alone the total value of articles manufactured in Manitoba, Saskatchewan and Alberta was $79,000,000.

"To put it in another way: taking the years 1905 and 1910 as the standards of comparison, the value of manufactured goods shows an increase in Manitoba of 90 per cent.; in Saskatchewan 151 per cent., and in Alberta 266 per cent."

Emphasizing the need for more Canadian industries he quoted figures to show that Canadian trade imports goods amounting to $691,000,000 and exports to $393,000,000, which he referred to as a losing game.

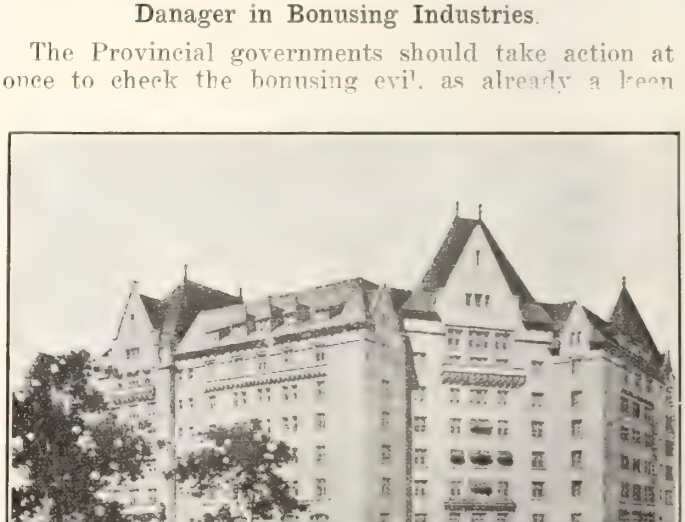
Speaking at the same time David McNicoll, vice-president of the C. P. R., said he looked forward to the time when the West will send to the East trains similar to the Made-in-Canada train.

Steel Plants in Western Canada.

Steel plants have been erected at various centres for the production of steel products or fabricating materials. Winnipeg, Regina, Moose Jaw, Medicine Hat, Edmonton and Calgary have large industries, and Prince Albert is soon to have one also. The Imperial Iron and Steel Co., a subsidary concern of the United States Steel Corporation, has been incorporated with a capital of $5,000,000, and an official states that when the Hudson's Bay Railway is completed and opens up the large iron resources of the country through which it passes wrought iron works will be opened at Prince Albert, together with rolling mills for steel rails.

Danager in Bonusing Industries.

The Provincial governments should take action at once to check the bonusing evil, as already a keen rivalry exists between cities to secure new industries. If Medicine Hat, for instance, has natural advantages in the way of cheap natural gas and nearby coal mines, she should be allowed to take full advantage of these in securing factories. But for this and other cities to enter into competition in offering free sites, exemp-



The new Grand Trunk Pacific hotel, the Chateau Macdonald, at Edmonton. Not many hotels in Eastern Canada can be compared with this fine structure.

tions and other inducements will be disastrous not only to the cities but also to the industries concerned. Many an Eastern Canada town has been damned by the failure of milk-fed industries.

Wise action is being taken by several cities in establishing industrial sites, conveniently located for in-



New C.P.R. hotel at Calgary. The railway company would not build this magnificent 13-story building unless they had faith in the future of the city.

terswitching arrangements and away from the residential quarters. Calgary, for instance, in 1911 purchased three sites along the railways. The land is sold to manufacturers at cost price to the city, plus interest on cost at the rate of 6 per cent., on very favorable terms providing for repayment in small annual installments. Since being purchased by the city these lands have increased in value to a large extent, and they are now worth several times their original cost, so that the city saves a considerable amount to the manufacturer locating there. The purchasers are required to give satisfactory proof of their sound financial condition and their sincerity of purpose, and also to enter into an agreement with the city to use such land for manufacturing or industrial purposes only for a term of years. In this way all danger of the lands being secured and held for purposes of speculation is eliminated.

Winnipeg's factories employ over 20,000 hands. In 1901 the value of her factory output was a trifle over $8,000,000, while for 1912 the value is estimated at over $50,000,000. Winnipeg has flour mills to grind the wheat of the prairies, breakfast food factories to utilize the oats breweries for the barley, and paint and oil factories for the flax; she has abattoirs to produce dressed meats. But there is room for a great many more, every Western Canadian city needing factories that will work the products of the farm and cold storage plants to stimulate the establishment of dairies and creameries.

C. P. R. Has a Live Industrial Bureau.

At Calgary the C. P. R. has a large building devoted to its Department of Natural Resources, one branch of which is the Industrial Bureau in charge of an Industrial Agent and four traveling assistants. Each of these traveling agents covers a province, visiting town after town and reporting upon the industries, the openings for new businesses, population, natural advantages, etc. In addition to the thorough reports secured from the traveling industrial agents a monthly report is secured by mail from each town showing the new businesses established, number of new settlers secured, etc., during the month.

These reports when compiled make it possible for the Industrial Bureau to give the fullest information possible to persons inquiring as to the best location for any industry or business. When the information can all be secured from one source it is certainly a great saving of time and effort to secure advice from this department before making a final selection between the three or four most favorable locations suggested.

Waste in Burning Flax Straw.

Fully 80 per cent. of the flax straw in Western Canada is grown exclusively for seed with half a bushel of seed sown to the acre. The straw grown is very coarse and only fit for something out of the ordinary run of textile manufacturing, but if pulled instead of being cut the straw would be far more useful than at present. Recent crop reports show that there were 500,000 acres under flax in Western Canada—Manitoba, Saskatchewan and Alberta— last year, and the average yield of straw per acre is two tons, a total of 1,000,000 tons, which is at present burned and could be collected at reasonable cost for manufacturing purposes. A committee of the Winnipeg Industrial Bureau are experimenting with a machine which promises to be successful in overcoming the tremendous waste, giving each ton of flax straw a manufacturing value of about $39, equal to an industrial saving of $39,000 000 annually.

Pulled flax (which may be done by machinery) may be made into coarse textile fabrics such as Alhambra, honeycomb and damask quilts, also huckaback, honeycomb and crash towels. There could probably be 400,000 tons of coarse fibre produced suitable for the above mentioned goods.

These quilts are made by the millions in England.

SOME SUCCEED WHILE OTHERS FAIL

Seven years ago a hardware clerk from the east took up a 160 acre homestead in Saskatchewan and established a hardware store in a nearby town. He lived on the homestead and walked to the store each day, gradually building up his business and getting his homestead clear. As opportunity offered he bought more land and now has 640 acres worth about $60 per acre, which with the money he has made in his store and from his crops now makes him worth well over $50,000.

All who go west do not do as well as this, however.

Another hardware clerk invested his all with a brother in a hardware store in a Saskatchewan village, but crops went bad for three years running and the brothers had to give up, and are again clerking.

There are also blankets made out of this coarse material. This coarse yarn can be used for lamp wicks in the mining districts and can be woven into webbing of any width from one inch to four or five inches to suit any kind of lamp in use. This one article is of universal use for packing purposes and can also be

made into a linen absorbent, useful for toilet and surgical uses.

Preparing for the Panama Canal.

In 1901, 18,140 miles of railway were in operation in Canada, ten years later there were over 25,000 miles, and the Canadian Pacific is for the present year contemplating a further laying down of upwards of 1 000 miles of track. The programmes of the three transcontinental lines include, in extension and double tracking, over 2,700 miles for 1914. By 1915, when the Panama Canal is expected to be in operation, the Grand Trunk Pacific and the Canadian Northern will have their through lines completed and in operation from ocean to ocean.

The construction of the Panama Canal has given a great impetus to harbor construction in British Columbia. At Victoria the Dominion Government has undertaken the construction of a 2,500 foot breakwater in the outer harbor, which will provide shelter for deep water piers that are to be constructed inside it. The breakwater will provide British Columbia's capital with a deep water harbor of a depth of thirty feet, and some three hundred acres in extent, and at the same time afford added protection for the inner harbor which already gives accommodation for a large coasting trade.

At Vancouver, the same engineer who planned the great harbor at Montreal, Mr. A. D. Swan has made plans for the Government, and a staff of Government engineers are now busy surveying and making test borings. Eventually, Vancouver will have one of the finest harbors on the Pacific Coast. Three railroads and two private concerns in preparation for the expected trade expansion, have already provided wharves, or have terminals under construction, that will accommodate vessels of deep draught.

New Westminster plans to be the fresh-water port on the Pacific Coast. The town is on the Fraser River, only seventeen miles from the sea. A deep-water channel exists for the whole of this distance, there being 26 feet of water at the bar at high tide, and 14 feet at low tide. This depth is sufficient for vessels of from 10,000 to 12,000 tons to sail up to New Westminster. Port Mann, and other points. The channel is 300 ft. wide. The Dominion Government has begun the construction of a training pier on the north side of the channel, the effect of which will be to confine the stream into one channel and increase the depth to 25 feet at low tide and 37 feet at high water. Confident in the large increase of shipping expected after the opening of the Panama Canal, and in the future export of the grain of Alberta and Saskatchewan, New Westminster has voted $500.000 to be spent in preparing a site for trackage and wharves for their proposed harbor improvements.

Effect of Panama Canal on Trade.

The opening of the Panama Canal, the double tracking of the C. P. R. mountain section, the opening of a new C. P. R. route through Southern British Columbia from Lethbridge to Vancouver, and the completion of the G. T. P. and C. N. R. lines to the Pacific ocean, all of which will happen within the next two years, in all probability, will undoubtedly have a wonderful effect upon trade in the Western Provinces. Much grain will be shipped from Pacific Coast ports and much freight now carried via the Great Lakes will be shipped in from the Pacific Coast to the prairies.

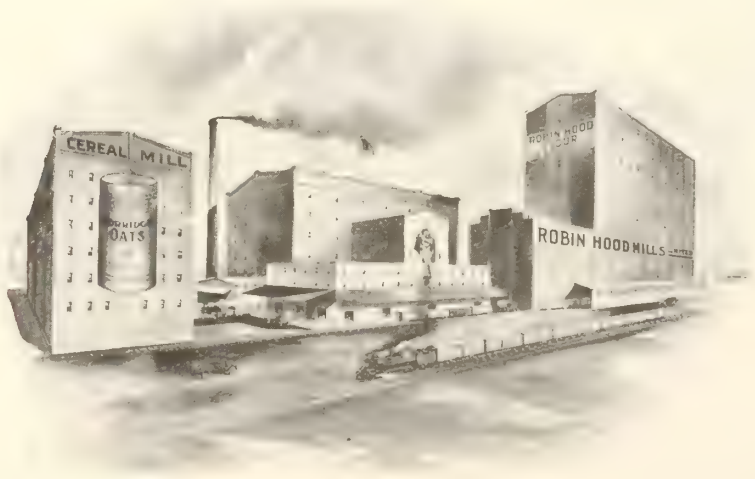
Asked as to the probable development of a paint manufacturing industry in British Columbia, Mr. Carl Pendray, of the British-American Paint Company, whose factory has been located at Victoria, B.C., for nearly a decade, stated that while they expected to increase their connection in British Columbia and Alberta because of the service they are able to give customers, they did not expect to entire into competition with Eastern manufacturers in Saskatchewan.

Craig & Rose, Calgary, are at present jobbing paint manufactured for them in England, but are planning to manufacture if the Panama Canal lowers the freight rates sufficient to allow them to bring their lead and oil from England.

It is considered possible that manufacturers on the Atlantic seaboard may freight their goods around via Panama and establish warehouses at Vancouver.

Stove Foundries in the West.

At various times the establishment of stove foundries has been reported from Winnipeg, Weyburn, Regina, Calgary and other points, but the only foundries in the West so far are at Fort William, Victoria and Vancouver. Fort William has the advantage of



Modern new Calgary plant of Robin Hood Mills, Ltd. Capacity of flour mill, 1,500 barrels per day. The Robin Hood Mills at Moose Jaw and Calgary, besides turning out two products, Robin Hood Flour and Robin Hood Porridge Oats—of national reputation—are noted as among the largest and most modern industrial plants in Western Canada. The Calgary mill shown here is a practical counterpart of the larger mill at Moose Jaw, Sask., which has a capacity of 2,000 barrels per day of flour and 500 bbls. per day of porridge oats.

low freight rates, but it has the disadvantage of being remote from the skilled labor market; Winnipeg being considered to be even a better point for a foundry than the cities at the head of the lakes.

People Flocking Into the Country

Business is influenced to a great extent by the number of people coming into the country, and according to the Commissioner of Immigration at Winnipeg, J Bruce Walker, for the year ending March 31, 1913, 400,831 people came to Canada to take up their residence. Of these there were 140,143 from the United States. For the first half of 1913 there was an increase of 16 per cent. from European countries and a decrease of nearly 10 per cent. from the United States.

Immigration into Winnipeg at the present time is at the rate of 1,000 per day. For one week recently there were 3,676 from Great Britain, 2 212 from the United States, 340 from Russia, 150 Galicians, 58 Germans and 209 Italians, making a total of 6,645 for the week, or at the rate of about 1,000 a day. This does not take into consideration those entering Canada at any other ports.

The following table shows the number of immigrants entering into Canada in the past six years, classified according to the country of origin:

Fiscal Year	Britain	U.S.	Other Countries	Totals
1908.....	120,182	58,312	83,975	262,469
1909.....	59,901	59,832	34 175	146,908
1910.....	59,790	103,798	45,206	208,794
1911.....	123,013	121,451	66 620	311,084
1912.....	138,121	133,710	82,406	354,237
1913.....	145,859	140,143	114,829	400,831

Ten years ago the total annual immigration was only 67,379. In that time therefore, the increase has been slightly over 425 per cent.

The addition of these producers and consumers to Canada's population means greater demands for all the necessities of life, a larger supply of labor for all productive undertakings, for notwithstanding the amount of free land available, a great many flock to our towns and cities.

Many of the incoming settlers are finding their way into the Peace River District, north of Edmonton. Railroads are following the people as fast as grading can be done and the steel rails laid, but at present the people are reaching the country by the river routes and Indian trials, trains now running about 100 miles. Flour mills are in operation at Fort Vermilion, five hundred miles north of Edmonton and wheat has been grown in this district successfully for many years.

Ready Made Farms for Settlers.

The railways are doing what they can to assist the distribution of incoming settlers by building towns at certain points, or by the settling of prairie land. For instance, the Canadian Pacific Railway is now developing a three million acre block of land to the east of Calgary by means of irrigation. This block contains about equal proportions of irrigable and non-irrigable areas, and offers to the purchaser an opportunity to engage in mixed farming under almost ideal conditions. Here can be secured in the same quarter section side by side, land lying about the canal system, for the grazing of live stock, and irrigable land for crops, such as alfalfa, barley, vegetables, etc., requiring abundant moisture. For farm uses there is a never failing supply of water, which insures crops when the seed is placed in the ground, while the problem of a constant water supply in every pasture for the use of stock is also solved. The western C. P. R. section comprises an area of 1,039,620 acres, and the eastern section about 1 156.220 acres, about one-third of which have been rendered irrigable.

The C. P. R. officials have given considerable thought to designing the most commodious and convenient dwelling houses and outbuildings consistent with the greatest economy for the C. P. R. readymade farms. These houses are permanent structures meeting the requirements of the ordinary settler for ten or fifteen years.

The elevation of one of these typical houses is shown along the floor plan. There are two bedrooms, each 9 feet 6 inches by 12 feet 6 inches, a living room 14 feet by 12 feet 6 inches, a kitchen 9 feet by 12 feet 6 inches, and a pantry 6 feet by 6 feet. The entrance is through a covered verandah. The house is attractively painted, while the barn is designed with a capacity for eleven to eighteen animals with a hay loft suitable for holding forty-six tons of hay.



House and barn erected by the C.P.R. on their "ready-made" farms on irrigated lands.

How Watching the "Little Things" Built up a Business

Western hardware firm succeeds by improving and simplifying methods—Make a specialty of window displays to sell goods—Price ticket all goods—Packing large stock in little space—Novel ideas in paint selling—Splendid catalogue filing system.

"Trifles make perfection," said Michael Angelo, the great sculptor and artist, when reproved by a friend for the seeming unnecessary care he was taking to finish one of his works of art. As in art, so in business, especially in these late days of competitive trade—it is the dealer or firm that watches carefully the little things or "trifles," which makes a success.

One of those firms in the hardware trade that is eternally vigilant with the little things and which is all the while trying to improve and simplify its system of business is that of Martin, Finlayson & Mather at Vancouver. It is an exceptionally fine store—well laid out, with groupings of articles conveniently arranged; a well assorted stock, departmentalized; and a system of stockkeeping that shows at the close of each day the number, amount and value of goods on hand, together with the sales record of each clerk and department, on which sales it is possible to gauge the profits.

The window displays are an important feature of the firm's business, not only from an artistic point of view, but from the sales standpoint—the dollars and cents view. The store itself has a frontage of 28 feet, with two doors, and one large and two small windows. The large centre window is glassed in at the back, and arranged to show a fine trim from the inside of the store, thus at all times in all the window displays the trims are finished off in this way allowing the window to become a double-headed trade bringer.

Inside the store there are 82 feet of silent salesmen. The cutlery silent salesman is unique. It has five rows of samples knives each row on a shelf below its predecessor and each projecting nearer the customer. Behind these shelves are knife drawers holding the surplus stock from which sales are made. The samples are shown on green demin, and every knife is price marked. The knife stock and samples occupy the upper half of the case, the lower half being given over to a display of carvers, cut glass, etc. All cutlery, carvers, shears, razors, shaving brushes, etc., are shown in trays. They can thus easily be put before customers for inspection, and as easily and quickly replaced.



Splendid interior arrangement of goods in hardware store of Martin, Finlayson & Mather, Vancouver. Note the great range of articles on display. All spaces fully occupied and yet no overcrowding.

Every article in the store is price tagged and stock marked, and two of each kind of article are shown. As sale is made price tag is removed from article and left in the tray. Each day the tags show what articles are to be replaced from stock.

To illustrate an example, about a dozen samples of

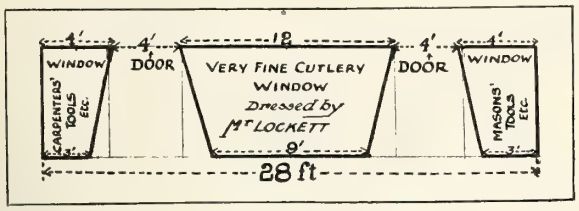


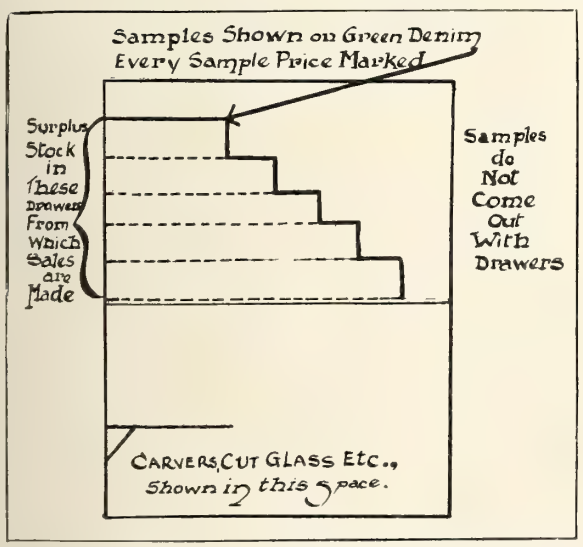
Diagram of store front of Martin, Finlayson & Mather.

Lufkin tapes are shown in trays in silent salesman, the trays having round holes cut out to size of tape case. The size and price of each tape is plainly marked. If a customer wants a 60-foot steel tape the clerk shows samples at $4.75, $5 and $6 in a moment's time, and if a sale is made the vacancy in the sample board shows which sample is to be replaced.

There are 3,000 drawers in the wall shelving, and all auger bits and similar goods are removed from their original packages and placed in proper spaces in these drawers, arranged according to size. A remarkably large stock can be and is kept in a small space through the use of this system, and both salesman and stockkeeper can in a moment get at the stock and tell just what quantity is on hand.

A very fine paint department is located at the rear of the store to the left on entering. Here is to be seen the same systematic arranagement. The B. A. Paint Company's product is stocked and sold to encourage home manufactured goods (these paints are made in Victoria). A feature of this department is the large display of color cards on the counter under the plate glass top, similar to the idea used by office men in placing cards under the glass on top of their desks.

Another feature—and a particularly good one—is



End view of silent salesman, showing arrangement of cutlery drawers with samples on top, and allowing of display of larger goods below.

the sale of goods in bottles. When a customer comes in for boiled oil, turpentine, wood alcohol, etc., the clerk reaches down, gets a bottle, wraps it up and delivers it immediately. There are thus no delays and no dirt. The system allows the clerk to keep his hands clean and keep in good humor, which is helpful in making more sales. It is the duty of a junior clerk to see that there is a complete stock of these liquids at all times—and a pretty busy boy he is, too.

Mr. Martin's office is in the centre at the rear, and commands a view of the whole store and of all the salesmen. This enables him to see that all customers are promptly served.

On the floor above is the house furnishing department, and in the same section is a splendid builders' hardware room. The surplus builders' hardware stock is carried on the mezzanine floor.

The firm have a fine warehouse in the cellar, and besides this have also a track warehouse for their wholesale stock, for Martin, Finlayson & Mather sell wholesale as well as retail. They have two travelers on the road selling special lines and staple hardware. They are increasing their wholesale selling and some day may become exclusive jobbers. In all the firm at present employ twenty-three hands.

Two features that call for special mention are the

DAILY REPORT

Date ..... 191.....

Clerk Number .....

" Name .....

Number First Check .....

" Last " .....

Total Checks .....

Number of C.O.D.'s .....

Gross Sales .....

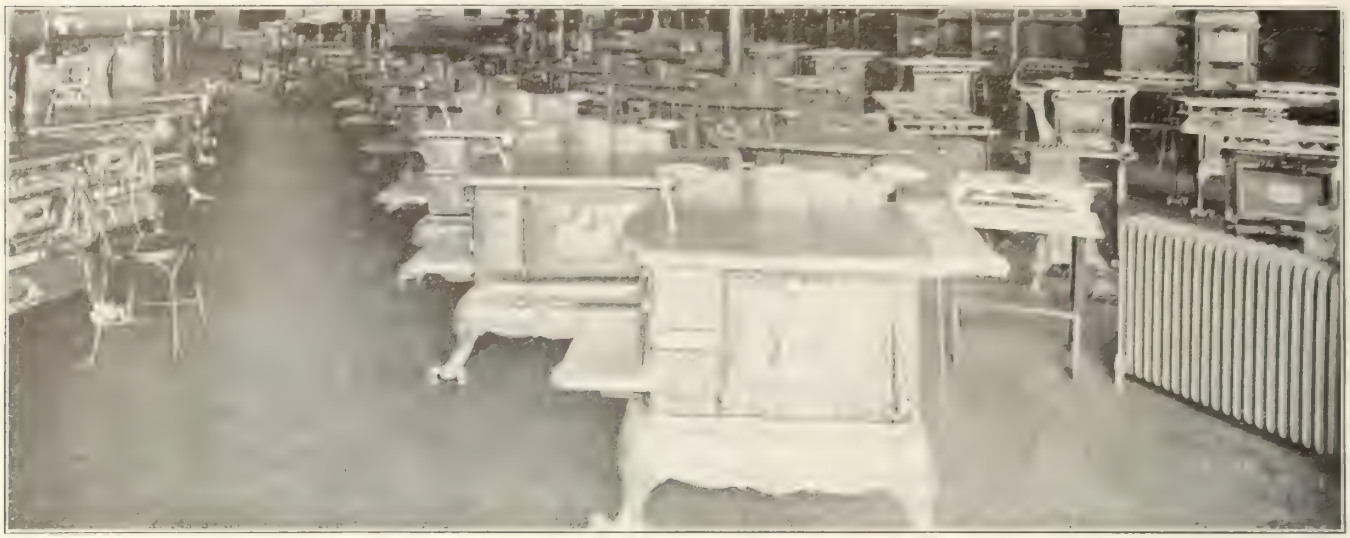
Refunds .....

Net Sales .....

Sample of "daily report" form filled out by sales clerks, giving results of day's sales. By comparing with daily stock returns the results should agree, one report offsetting the other.

bulletin board and the catalogue file. The former hangs just inside the front door, showing under a glass frame the curent newspaper advertising and the special sales. This bulletin has helped not a little to increase the sales.

The catalogue file is in Mr. Martin's office, and it is a fine example of the proper system of keeping catalogues. The catalogues are numbered numerically by gummed stickers, each new one as it is added being given a higher number. There are 537 catalogues on file, and as an example of the style of filing Taylor, Forbes' general catalogue is No. 78; their lawn mower catalogue is No. 78a. A catalogue man keeps an index book, arranged alphabetically according to manufacturers' names. No person except the catalogue man may enter a new catalogue, or, after taking one from the file, return it; it must be left loose on the table and the regular catalogue man puts it away. This ensures it being placed in its proper place and rotation. If desired by this system small sized catalogues may be grouped together and given a series of numbers—say 400 to 500.



Stove stock on floor in A. W. Welch & Co.'s store, Toronto.

Let the Public Know You Have Stoves to Sell

Nearly a million out-of-date stoves in use in Canada—Great waste in food due to worn out stoves—Making satisfactory sales—Setting up and telling the buyer how to care for stove.

Some one Canadian stove maker has made the statement that there are 972,216 defective stoves and ranges in use in the Dominion.

And several of the stove retailers at the last Ontario Hardware Association convention at Hamilton expressed their opinion that it was not that there were defective stoves sold, but that the chimneys were at fault—not the stoves; and that the onus was on the salesman in not making a satisfactory sale because of ignorance, or just because—

Now both may be right. There are undoubtedly in Canada a great many stoves and ranges in use that might for reasons of economy and efficiency be replaced with new and up-to-date ones. Herein lays an opportunity for the dealer to increase his sales of stoves by making known the fact of his handling the best stove line to the housekeepers in his vicinity. Many a housekeeper continues to use an old stove because the economical features of the new stoves are not brought to her attention. But many a dealer throughout the Dominion is content to have the customer come to the store instead of going out after the business and hurrying it to the store.

The Enterprise Foundry Co., Sackville, N.B., recently figured out an estimate of the cost of spoilage of food in the kitchens of the country because of bad cooking due to the use of old and worn-out stoves, which if set before the public would make a mighty strong argument for the dealer's side of the case and help him sell stoves now instead of two, five or ten years hence.

Old Stoves Waste Food.

Using the authoritative statement of a prominent food expert that "the spoilage of food in cooking constitutes one of the greatest wastes in the world" and basing the estimate on the same expert's figures that 10 per cent. of all food is wasted after reaching the kitchen, the value of this waste, basing it on a cost of 25 cents a day for food for the seven million people in Canada, would be $63,875,000 a year. Presuming that 60 per cent. of this waste occurs in connection with up-to-date cooking apparatus, there would still be left $25,550,000 due to defective and inadequate cooking apparatus. But in old and worn-out stoves, every person will admit, there is a higher percentage of loss than in a new stove, so placing this waste at only 15 per cent. there is an annual waste of $3,832,500 due entirely to old and worn-out stoves—a total nearly equal to a year's sale of stoves in all parts of Canada.

Bringing it down to a single stove's lifetime of usefulness there is a probable waste of $1,000 of food per stove. If the use of the very best and most convenient range it is possible to make will result in a diminution of only 15 per cent. of the food waste which ordinarily occurs in cooking, the housekeeper could afford to pay $180 for the best range in preference to receiving the ordinary, cheap range as an absolute gift.

All this is information worth while to the dealer for him to pass on to his customers or the prospective customers in his vicinity. Circular letters sent out periodically, advertising in the local press, window displays, demonstrations in the store—all these are helps in arousing interest, in causing attention, in bringing people to the store. But the stove must be sold yet, and that depends to a great extent on the capabilities of the dealer as a salesman.

Co-operation of Maker and Dealer.

The manufacturers are willing to help in this salesmanship campaign, and stand ready to assist in every possible way that will develop trade. The following is a copy of a circular letter sent out a year ago to the trade by the Lee Mfg. Co., Ltd., of Pembroke, Ont., showing what manufacturers are doing to awaken their customers.

> Dear Sir,—Do you realize the extent of the trade you are being robbed of in STOVES by mail order firms, or by the peddlers who sell direct to the householder?
>
> Did you ever try to seriously reason out why it is that there is so much business done by that class of opposition?
>
> Are you taking any action with a view to preventing such loss of trade?
>
> The situation is simply this—your opposition goes after the business. They get right next to the buyer and they hammer away until they close the sale. It is not a

matter of price, because the mail order house will sell the cheapest kind of a stove and the peddler sells at the highest possible price, and they both do business. The secret of their success lies in the fact that they find out who wants a STOVE, and they determine to sell their STOVE, and they do it. Very often they sell people who did not want the stove, and who did not even need one.

If you would put one-half the energy into securing stove prospects and following them up as your opposition do, you would beat that opposition out, because you have the advantage of the prestige of your own name and an established business among the people.

Prepare a mailing list, circularize it, and make a personal canvass. Display the STOVES in a prominent place and show them to every person who calls at your store. Keep consistently at it, and you are bound to win out. Yours very truly,

LEE MANUFACTURING CO., LIMITED.

Making the Customer Feel Satisfied.

After the stove is sold the customer is entitled to some satisfaction else the stove may not stay sold. To properly give satisfaction the dealer must be acquainted with the stove he is selling—with its construction, its setting up, its special features—and these points should be passed on to the customer so that he or she will get the utmost satisfaction from the stove or range that has been bought.

A point that has been made by some prominent retailers is to set up and light the first fire in the stove, so as to make sure that satisfaction is assured. And it is a feature that has paid in every instance. Some dealers, however, are not acquainted with the proper mode of setting up and for them a number of stove makers from time to time publish a set of directions for setting up stoves and ranges.

Some Setting Up Rules.

The first essential in setting up a range or cook stove is to examine the chimney and see that it has sufficient flue space and is of proper height. It is the chimney alone that furnishes the draft, and not the stove, as many suppose, and it must, therefore, be of good size and clear of all obstructions in order to furnish draft enough to operate stove perfectly. The flue should be round or square, at least eight inches in diameter, and as high as the main part of the house or any wall near it. If not high enough it should be extended with brick, if possible, but if a sheet iron cap is found necessary, have the pipe eight inches in diameter, and see that it fits the chimney tight. If any air is admitted around the top of the chimney, it will decrease the draft rather than help it.

The chimney should be straight, not angular; should not have any bends or turns; should be even or flat at top, and all chinks should be well filled with mortar. It should never have two openings into it; except opposite each other. The flue that is used for stove should not be used for ventilating cellar, and all openings into it, above or below, should be tightly closed. A new or green chimney will never have a perfect draft. It will not draw properly until it is thoroughly dry, which sometimes requires two to four weeks' time.

Use as little stove pipe and as few elbows as possible. See that it fits tightly together, and into the chimney and onto the collar of stove perfectly. See that it is not pushed into the elbows or chimneys too far. Always have pipe and opening into chimney full size of collar on stove, never taper pipe from 7 to 6 inches. You'll have trouble nine times out of ten, if you do. Do not set two stoves to the same flue, or use a T joint, if you can possibly help it.

THE MOST IMPORTANT PERSON
IN THIS BUSINESS IS THE
CUSTOMER

Telling wall card for salesmen's benefit in Westwood Bros. stove store, Toronto.



Interior of up-to-date store at Fort Saskatchewan, Alta., of Gordon & Rubuc, showing stove department. Note the elevated platform for second row of stoves, giving view of entire range from body of floor.

A System of Accounting that Really Keeps Accounts

Last word in retail accounting—What the hardware dealer has long needed—Simple and practical—Adapted to the smallest and largest business—Expert opinion says it is the best

BY W. H. STEPANEK

(All Canadian publication rights reserved to the Canadian Hardware, Stove & Paint Journal.)

[This is the third article in W. H. Stepanek's course of hardware accounting that really accounts, the first article having appeared in the June issue of Canadian Hardware, Stove & Paint Journal.]

Third Step—Charge Book or Journal.

This book, like the sales book, can be bought at any book store. An ordinary double-column day book or journal will answer the purpose. All sales slips marked "Charge," are entered in this charge book. These items are then posted to the ledger. All items of goods returned for credit on account are entered in this book from the special "Goods Returned" slips shown farther on in this article.

Note.—Charge book Fig. 3 can be dispensed with by posting to the ledger direct from the sales slips and other slips that are shown farther on. After these slips are written into charge book Fig. 3, or posted to the ledger direct they should be carefully filed for possible future reference.

CHARGE BOOK

Sept 30, 1912

J. W. McCarthy			
1-#68-20 Noble H. clos. nut		5	90
John Janka			
1 Can Carbide			25
J. W. Smith			
1 Ltfd tire tag #829		3	75
R. W. Russell			
1 padlock			35
C. W. Johnson			
50 ft. hose		8	00
C. W. Jenkins			
dif. on bicycle saddle		1	00
J. C. Daggerty			
1 pump hose connection	.15		
2 hose couplings	.10		25
L. J. Kasper			
35 ft. hose	4.00		
1 nozzle	.45	4	45
J. J. Clements			
1 Grasp.			25

FIG. 3 CHARGE BOOK OR JOURNAL

How Stoves are Profitably Sold on Credit

"Household Club" plan effective in some hardware stores now, while others encourage cash by discount — The instalment plan and the coupon idea.

BY G. D. CRAIN, JR.

The necessity of meeting the competition of the department store and the instalment house has for some time been growing upon the dealer exclusively in hardware, especially in the larger cities. Gone are the days when a stove could be sold for cash on the usual short credit arrangement to the average customer, without any thought of any other system.

The consumer has been educated, or led astray, just as you choose to put it, by the agencies referred to, until even those who have no need to, and do not ask for extended credit, are still so far spoiled for the dealer that they expect to have some substantial consideration shown them for the payment of spot cash, or even for payment in thirty or sixty days. This is obviously unfair to the dealer.

The handler of stoves is therefore confronted with the apparent necessity of arranging some means of meeting instalment competition, or of going into the instalment business himself.

A certain dealer in a good-sized American city refused to adopt the latter resort, but after considerable hard thought on the proposition and the best way to handle it, finally adopted trading-stamps, as opposed to extended credits. He was reluctant to do this, but hemmed in by the steadily advancing forces of the instalment concerns, he took what seemed to him to be the choice between the devil and the deep blue sea, and turned toward trading-stamps as the lesser of the two evils.

Coupons to Cash Customers Only.

The giving of trading-stamps in Canada is not legal, however, but it is permissible to give coupons allowing either a cash discount, or its value in goods in the store, or its equivalent on future orders. These coupons are, of course, given only to cash customers, the idea being thus to induce cash payment, as directly opposed not only to instalment payments extending over a long period of time, but to the granting of even the usual monthly credit.

Many dealers, however, take the bull by the horns by boldly marching in and meeting the instalment house on its own ground. As one of this class, a particularly shrewd and observant man, argued the other day: "If they can afford to sell stoves that way and make money out of it, I can do the same thing. They can't buy any better than I can, and I don't believe they can sell any better than I can."

This hardwaremen therefore went into the instalment business himself, as far as his stoves were concerned. The alternative of giving up selling stoves to those who wanted credit never occurred to him for a moment, as he rather considered himself a stove specialist, and would as soon have thought of retiring from business as of limiting his favorite line merely because some outsiders, as he considered them, were encroaching on his territory by catering to the demand for long credits. He was clever enough, however, not to attempt to cut under the big houses who had made a study of the business for years, and consequently might be considered to know fairly well what they were doing. His idea was to meet an emergency, not to advance further along a line which he considered undesirable.

He fixed his instalment prices, therefore, right along the lines laid down for him by the experience of the regular instalment houses. His reputation for reliability and good quality was well established, and inasmuch as his sole object was to prevent any possible loss of business by the attractions which instalment buying might hold for his poorer customers, he wisely considered price-cutting, or longer time than the instalment concerns themselves offered, entirely unnecessary.

Charges Higher Credit Prices.

"Following the fellows who have handled this sort of business for years," he said, "I add approximately 25 per cent. to my regular cash price on the better grade of stove or range for the instalment purchaser. On cheaper goods it is necessary to make the additional charge even higher, running sometimes up to 50 per cent. This is so because the cheaper stuff, naturally, does not stand hard usage as well as other goods, and we have to stand behind it with a guarantee to take care of repairs, as it is simply impossible to collect anything if the stove is out of commission by reason of some part wearing out; and of course this costs money. Then, too, there are more losses on this sort of goods, as the poorly paid laborers who buy this class of stoves are more often out of work, especially in the winter season, than the better and more steadily employed element who take the higher priced goods.

"I don't mean to indicate, though, that the people with the little incomes, with whom we do a good deal of business, are unreliable in this respect as a rule; they are not. I have found that they will nearly always pay if they have the money, and they appreciate fair treatment, and the necessity of the dealer's protecting himself by the ordinary legal means, so that when you have given them all the time you can afford, and find it necessary to reclaim the goods, they make no kick at all. I've even had them suggest to my collector that we'd better take a stove back and call the account square, but I never do it save as a last resort."

The cost of collection in the instalment business makes it objectionable to a considerable degree. The maintenance of a horse and buggy, necessary to take the collector to distant parts of the city, amounts to about $2 a day, according to the experience of the dealer quoted; the salary of the collector, at the minimum, is hardly less than $9 a week, or $1.25 a day, making a total daily cost for collections alone of $3.25. slack work and bad weather, there are days when the entire receipts of the collector are not much more than the cost of keeping him out. There is good reason, therefore, why the regular hardware dealer dislikes going into the instalment line if he can by any means avoid it.

Discount for Spot Cash.

A plan adopted by one merchant, and featured prominently in his advertising, was the immediate allowance of 5 per cent. discount off the regular marked price of the goods for spot cash at the time of sale. For payment in thirty days he charged the straight price, adding 5 per cent. for sixty days and 10 per cent. for ninety days. This plan was found to

operate very well, as the direct saving accomplished by the payment of cash was a powerful inducement to the economically inclined to wait until they had the price before getting the needed stove, and then to go to this dealer's store to make their selection. It was literally like finding money, as there was no advance in the price made to offset the discount granted; the stimulus to cash sales, which was even greater than where trading-stamps were given, being sufficiently desirable to make it worth while.

The "Household Club" Plan.

The so-called "household club" plan of long-time credit has been used very effectively by dealers who know the dislike of the fairly prosperous class for the smack of cheapness attendant upon the instalment plan, with the monthly or weekly visits of the collector with his fat book. The "club," of course, is nothing more or less than a simple variation of the usual instalment plan, the additional charge being paid in advance in the shape of a sort of initiation fee, instead of being spread over the entire period in the shape of a lump addition to the price.

The character of the customer usually renders the calls of a collector unnecessary, save in case of protracted delinquency; and the fact that collections are made by mail, just as in the case of monthly accounts, is strongly featured by concerns using this idea in impressing upon the customer the difference between this and the distasteful instalment plan.

The dream of the retailer of a store conducted upon a straight cash basis throughout appears to be growing less and less capable of realization. The tendency, indeed, is in the other direction. And the dealer who can stem the tide, and increase his cash sales, by the use of one of the devices mentioned, without the necessity of adopting one of the extended credit systems, is more than fortunate.

HARDWARE ASSOCIATION AT CALGARY.

Retail hardware men in Calgary are fortunate in being far-sighted and liberal-minded enough to work together for mutual advantage. They have a local association which meets regularly and commands general respect and practical work is done by enlisting the support of the local hardware and paint jobbing houses in maintaining prices on staple lines, the jobbers referring builders and contractors to the retail houses and thus assisting in keeping trade on a live and let live basis.



Front of W. N. Bunting & Co.'s up-to-date hardware store at Edmonton, where they are doing a soul satisfying and smile producing business.

HARDWARE OPPORTUNITIES IN THE WEST.

There are said to be openings for wholesale hardware warehouses at Prince Rupert, B.C.; Melville, Sask., and Camrose, Alta. For retail hardware stores in Atwater, Edenwold, Gerald, Grandora, Griffin and Punnichy, Sask.; and for tinsmiths at Atwater, Bangor, Biggar, Cudworth, Le Ross, Punnichy and Quinton, Sask.; and Holden, Viking and Wabamun, Alta. Interested parties should address the Secretaries of the Boards of Trade at these places.

Uncle Sam's Daily Sales to Canada

They average $1,253,875, while his purchases from the Dominion are only $402,836 per day—Canada his best customer.

BY W. L. EDMONDS

DURING every working day of last year the average exports of merchandise to Canada by the United States averaged $1,253,875. This is calculated on the basis of three hundred working days during the year which is the generally accepted standard.

The total figures for the twelve months are $376.-162,489, or within about 39 per cent. of the total exports of the United States to Great Britain. These figures are taken from the official report of the United States Government.

Canada Second Best Customer of the U. S.

Canada is now easily the second best foreign market of the United States. Germany, which ranks third, is $45,711,659 behind Canada in the purchase of American products.

And it is a significant fact that the export trade of the United States is growing more rapidly with Canada than with any other of the leading countries of the world. The experience of the past ten years proves this, the increase in that period being 235 per cent. with Canada, 89 per cent. with Germany, 14 per cent. with the United Kingdom and 54 per cent. with France.

The Canadian market is worth more to the United States to-day than the combined markets of the six countries comprising Central America, the fourteen comprising South America, the whole of the West Indies, and China and Japan. In fact, it is necessary to throw in that of European Russia as well in order to secure a total export trade equal to that which is done with Canada. This is a fact which is probably realized by but few in either Canada or the United States. It is by comparisons like these that we are able to grasp the importance to the United States of Canada's market.

Canada the Chief Buyer of U. S. Manufactures

While generally speaking Canada now ranks second among the foreign customers of the United States, in regard to manufactured products alone she easily ranks first. This fact will be apparent from the accompanying table which I have compiled from the report of the United States Department of Commerce for the calendar year ending December 31 last.

What probably strikes one most forcibly in this table is the preponderating value of the Canadian market for such manufactured articles as are composed in whole or in part of iron and steel.

Best Customer for Iron & Steel Products

Taking the ten classifications given above, the United States last year exported to Canada merchandise into the manufacture of which iron and steel enters, either wholly or in part, no less than $44,532,158 worth, compared with $14,477,680 to Great Britain, $8,156,195 to Germany and $6,378,160 to France.

This gives one side of the trade between Canada and the United States. Now let us take a glance at the other side, namely, the import trade with Canada. And again I have resource to the figures furnished in the report of the United States Department of Commerce.

Relatively Small Purchases of U. S. from Canada

As already pointed out the United States exported to Canada during every working day of last year, $1,253,875 worth of merchandise. Based on the same method of calculation we learn that the amount they imported from the Dominion during the 300 working days of last year averaged $402,836 per day.

In other words, for every three dollars' worth of merchandise they sold us they bought less than one dollar's worth from us.

There is another feature in regard to international trade between Canada and the United States worth referring to, and that is that the imports of the latter country from the Dominion are increasing at a greater ratio than from any other of the four countries named. During the ten years the increase in the imports from Canada was 130 per cent. The increases from the other countries were: Great Britain, 73 per cent.; Germany, 67 per cent.; France, 5.2 per cent.

With the exports to Canada increasing at the rate they are, the day is obviously a long distance away when the United States' purchases from Canada will even begin to approximate to the value of the merchandise exported thereto.

The Adverse Trade Balance

In the meantime we have a balance of trade against us, and in favor of the United States of over $255,000,-000, and it is relatively becoming more and more favorable to the United States. According to the figures furnished by the Canadian Department of Trade and Commerce, out of our total imports from all countries for the fiscal year ending March, 1912, no less than 63.37 per cent. came from the United States alone.

Our Borrowings from the United States

Were Canada a creditor nation, and in consequence was drawing interest from investments in the United States, this adverse balance would not be so objectionable. But the trouble is Canada is not a creditor nation. We are borrowers and not lenders. And judging from the trend of affairs of the past year or two we are likely to increase our borrowings from the United States as well as to increase our purchases of merchandise from that country. Last year we floated loans to the extent of $31,000,000 in the United States, or about 11.35 per cent. of the total securities negotiated.

The average rate of duty collected during the fiscal year ending March, 1912, on importations of dutiable goods from the United States was slightly under 25 per cent., while based on total imports from that country (free and dutiable) it was less than 15 per cent. This is respectively 1 and 2 per cent. lower than importations from Great Britain in spite of the advantages accorded the latter under the preferential tariff.

Conditions Not Favorable to Lower Tariff

In view of the rapidity with which the importation of manufactured goods from the United States into Canada is increasing, and the very moderate character of the duties that are levied against them, there is not much hope for the cause of those who are clamoring for a lower tariff. The facts and conditions against them are too strong.

Decisions on Business Law

This department is conducted by Walter B. Laidlaw, Barrister, etc., who will answer legal questions appertaining to business matters submitted to him through this journal.

Bills & Notes—Signing in blank—Right of tranferee to fill in.

The Bills of Exchange Act, R.S.C. 1906, chap. 119, sec. 31, which provides as follows: "Where a simple signature on a blank paper is delivered by the signer in order that it may be converted into a bill, it operates as a prima facie authority to fill it up as a complete bill, for any amount, using the signature for that of the drawer or acceptor or endorser; and in a like manner when a bill is wanting in any part the person in possession of it has prima facie authority to fill up the omission in any way he thinks fit," confers on the person to whom the blank instrument has been handed the right to fill in and make it a complete promissory note, but the person to whom it is handed has no authority, nor does the Act confer such authority on a tranferee of the blank note, to fill in and complete the same. (Demers v. Laveille, 11D.L.K. 22).

* * *

Master & Servant—Work on commission—"Square thing"—Implied promise.

Where one man agrees to employ another to do certain work on commission, the amount of which is not specified, the employer stating that he would "do the square thing" amounts to a promise to pay what is an adequate and reasonable price for the services rendered. (Macdonald v. Helgerson, 4 W.W.R. 513).

* * *

Corporations and Companies—Stock subscription—Payment by promissory note.

A subscriber for shares in a company who gave his promissory note to the company in settlement of the amount due on the share subscription is not liable as a contributory on the winding up of the company where the note had been transferred by the company to a bona fide holder. (R. Stewart, Howe and Meek, 9, D.L.R., 484.)

* * *

Fire Insurance—Verbal application over telephone—Failure to require statement of insurable interest—Statutory conditions.

Where the plaintiffs in an action on an insurance policy to recover from the insurance company the amount of their loss from fire, were not the actual owners of the property insured, but only had the right to the use of the same during the continuance of a partnership, in consideration of keeping the premises insured; the policy of insurance having been issued, pursuant to a verbal application made by the assured over the telephone, and nothing appearing on the face of the policy indicating the nature of the assured's interest in the property; the application made being merely to cover the property, and there being no request from the insurance company to the assured to furnish particulars of their insurable interest; under these circumstances the insured may recover the amount of loss notwithstanding the statutory provisions contained in the Alberta Insurance Act providing that no insurance company shall be liable, unless the interest of the assured is stated on the face of the policy. The insurance company having issued the policy without requiring the assured to furnish particulars of their interest in the insured property cannot plead the statutory condition as a defence. (Gainer v. Anchor Fire Insurance Co., 4 W.W.R. 900).

* * *

Carriers—Baggage check—Condition limiting liability—Failure to bring to attention of customer.

Where the holder of the return portion of a railway ticket checks his trunk to the point where the ticket was issued, and receives from the railway company's agent a baggage check on the back of which is endorsed a condition limiting the amount for which the company will be liable in the event of the loss, or destruction of, or damage to the property checked, and it appeared that this condition was not brought to the attention of the ticket holder or his servant who actually checked the trunk, nor did he in any way assent to such condition forming part of his contract, he supposing the check to be merely a receipt for his trunk; the railway company failing to show the assent of the ticket holder to such condition is liable as a common carrier on the implied contract to safely deliver the goods entrusted to it, and the ticket holder may recover as damages the value of the trunk and its contents. (Spencer v. Canadian Pacific Railway Co., 4 O.W.N. 1446).

PEASE FOUNDRY EXECUTIVE STAFF CHANGES

Mr. Ross recently resigned the position of treasurer of the Pease Foundry Co., which he has held for many years, and while still a director of the company, has retired from active service. R. B. McKinnon, who for the past two years as sales manager, so successfully reorganized and improved the selling organization, succeeds Mr. Ross, taking the title of treasurer. R. J. Miller has been appointed in charge of the Ontario sales department. Mr. Miller has for the last seven years represented the Pease foundry in southern Ontario with great success. His place in southern Ontario will be filled by J. F. Alexander, formerly manager of the Babcock and Willcox Co.'s Toronto office, and will be a strong addition to the Pease Foundry staff.

A WORD OF APPRECIATION.

ONE of the very best trade papers that come to us each month is the Canadian Hardware, Stove & Paint Journal of Toronto, Ont. It has that attractive typographical appearance that always appeals; but more, its contents are informing, up-to-date, inspiring and eminently practical. The hardware dealers of Canada are to be congratulated upon having such a wide-awake leader to blaze the way to better things.

Hardware News, Detroit.

Business and Store Management

A Dollar Day Sales

A Scheme that was Planned by a Brantford Paper and Participated in by Local Merchants—The Experinece of a Couple of Dealers

The merchants in certain Canadian cities have recently been participating in what is termed a "Dollar Day Sale." The scheme is promoted by local newspapers. In Brantford one was conducted early in the summer, and the fact that the merchants tendered a resolution of thanks to the publishers of the paper that promoted the scheme may be taken as an indication of its success.

Here is a statement from a couple of dealers in Brantford regarding their experience:

Turnbull & Cutcliffe, Limited:—"Re our "One Dollar Day" scheme. We were a little late in taking this matter up, and did not get a special ad. in the papers for that day. But we filled our windows and tagged each article, or a collection of articles $1.00.

"Although we made very little profit on the day's sales, still we think it a good advertisement and sold a lot of goods. We did not take any photographs of our window displays, as our windows are very hard to dress. We think the 'Dollar Day' proposition was well taken up by the merchants and general public.

"The city was crowded all day with people, especially from the surrounding districts, and undoubtedly much money was circulated. We can recommend it as a splendid idea for a slack season.

J. H. Lake:—"In regard to the 'Dollar Day Sale': In the first place this was carried on by one of our local papers. It gave each merchant who was in the deal a special advertising rate for three or four days before the date of the sale.

"Each merchant donated from two to five dollars, which was bulked and called the 'merchants' treasure box.' Each customer who made a purchase of one dollar got a coupon entitling him to one draw on the 'treasure box.'

"Our experience was satisfactory. Of course some articles were sold at cost. Everything we advertised we stuck to all day long. Some lines we were sold out of early in the day, but we 'phoned to Hamilton and had these goods come by radial. This meant that we secured the good-will of about eight good reliable customers. We sold two stoves that we expected to carry over till next season.

"Some of our merchants made a great mistake, we think, by only selling a few articles at cost. This meant that they were sold out early in the day and would not sell any more. We sold one articles about twenty-five times and would not deliver same until we received a fresh supply from Hamilton. We never lost one cent through this. Everybody who bought of us was satisfied and so were we."

Speaking of the "Dollar Day Sale" that was held in Regina, the Leader of that city said:

"Almost three times the usual number of shoppers were about the downtown district to take advantage of the much advertised 'Dollar Day.' All of the leading merchants had special one dollar values shown, and at a bright and early hour the bargain hunters were flocking store-ward to see for themselves just what the buying value of 100 cents is. They found not only the worth of a dollar but also found a lot of other things in the many stores that they probably would not have found otherwise.

"Sales jumped far beyond anything like the ordinary day's sales. In one department of one of the large stores over $500 was taken in before noon. These were not all one dollar sales, but the increase was attributed largely to the crowds brought out by the dollar offerings.

"Sales of the dollar specials were large, and while much of the goods sold at this price did not return a profit to the seller, the merchants feel that the advertising they received from the showing of the special and regular stock was well worth while."

Jackes & Co., 655 Yonge street, Toronto, recently conducted a "Weekly 13 Sale." They priced a large number of articles at 13 cents, and for a week had the window filled with 13-cent goods. Circulars were printed and distributed in the vicinity drawing attention to the sale. As well a large sign told the buying public that any person buying twelve articles in the store was made a present of a thirteenth, free of charge. The sale was a success.

OIL CLOTH AS HARDWARE ADJUNCT

Not a few hardware stores are handling wall paper as an adjunct to their paint departments, but it has remained for a western house to add floor oil cloth. The accompanying illustration shows the possibility of a window display of these goods. The Glasgow House made this show during an exhibition and sale of



Window display of linoleum and oilcloth floor coverings made by Dominion Oil Cloth Co., in Regina store.

"Made-in-Canada" good recently. They are the product of the Dominion Oil Cloth Co., Montreal. In connection with this sale the Glasgow House used 16 pages of space, in one of the Regina papers, advertising the various Canadian made goods on sale. The advertising was paid for by the manufacturers exhibiting, but the outlay was justified by the results accruing to the Glasgow House, and of course the manufacturers.

LINOLEUMS PROFITABLE FOR HARDWAREMEN

This raises the question as to whether linoleum is a profitable line for hardwaremen to handle. A number of American hardware dealers, scattered all over the country, say it certainly is. One of these said it was "as staple as nails." Another that it was a "profitable and popular articles in his store," and he "would not think of keeping shop without it."

If it is a profitable line across the border it should also be a good article to carry in Canada, more especially so as there are many hardware dealers here who conduct furniture departments. There are instances on record where hardware dealers have sold oil cloths and linoleum for people who have found it pays better to put down a good floor covering than a new floor. There are many kitchens throughout the Dominion which would be covered if the dealer were up to this job and got after the business.

Some dealers sell these floor coverings in connection with their stove departments, and it fits in well, too. It has been found to pay at least one dealer between 30 and 40 per cent. The autumn is a good season for the sale of floor coverings, as stove sales will help push these commodities. A small stock of oil cloths and linoleums for display purposes is always advisable. This could be supplemented with a book of samples, which the manufacturer would be glad to make up.

The sale of floor coverings by hardwaremen in country districts has been found more profitable than in cities, because of the fact that competition is not so keen. It is one line on which catalogue house competition is not severe and one of the few articles in which price is subservient to quality.

COUNTERLESS TOOL AND CUTLERY STORE

In the Vancouver store of A. M. Forbes, formerly Forbes & Van Horne, a departure has been made by the proprietor from the usual lines of the hardware trade. His store is 18 x 40 feet and in it he devotes his whole space and salesmanship to the selling of tools and cutlery. There is not a counter in the store, three silent salesmen and the projecting shelves around the side walls giving ample space for display and wrapping up. In fact display is the point emphasized by Mr. Forbes, samples of all his goods being before the customer immediately on entering the store. It is a splendid idea in interior arrangement.

PRIZE COMPETITION BUILDS MAIL LIST

Recently Mr. Forbes conducted a drawing competition from which he expects good results. The one thing lacking in his business was a good mailing list of prospective customers in his vicinity. So he conducted for seven weeks a drawing competition for a $2.50 Atkins saw. Every customer making a 25-cent purchase who left his name and address was given a numbered ticket entitling him to a chance on the saw. On the seventh Saturday night a great number of these purchasers met in the store and one of the number drew out a ticket. The person holding the duplicate stub received the saw as a prize. In this way Mr. Forbes got an excellent working mail list of persons who knew his store and the goods handled therein, and a list that is proving more beneficial to him than one obtained in any other way.

SELLING A BLACKSMITH'S OUTFIT

The following true story is the experience of a western hardwareman in making the sale of a blacksmith's outfit, which, by the way, opens up the question of why more hardware dealers do not handle this line. It should be a good line to take up, especially in the West and newer sections of the country.

"The hardest and most enterprising sale of hardware I experienced during the past year was to a man wanting to buy a blacksmith's outfit. I had two hard oppositions on the outfit sale, one had a second-hand outfit for sale, and the other was a mail order house; nevertheless, I made the sale. Every person knows that mail order houses quote pretty close prices, so that was what I had to contend with. They often quote on a cheaper line, but, in this case, I noticed that the different parts were exactly of the same quality and make for one set of stocks and dies, etc., as those cost-



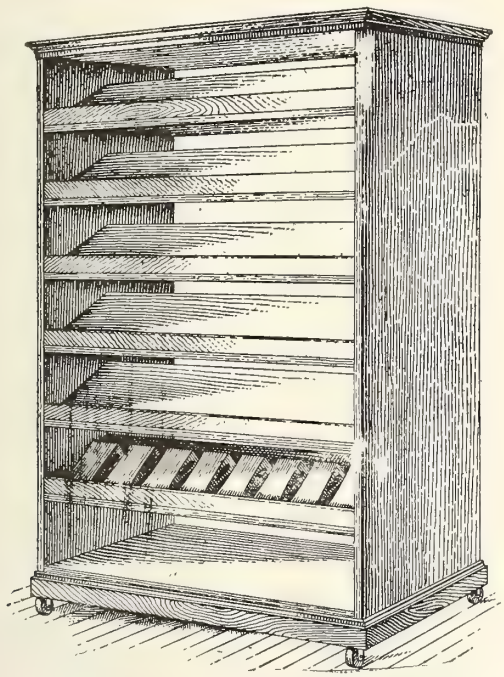
Unique counterless, tiled floor store of A. M. Forbes, Vancouver. Only tools and cutlery are carried.

ing $12 wholesale, whereas the mail order house was quoting $12 retail.

"After figuring up the price of the mail order house outfit and the wholesale cost, f.o.b. here, I found I could only clear six per cent. in order to make the deal, but I was getting cash and could use the money for thirty days and still make two per cent. discount, so figured it worth eight to nine per cent. with practically no outlay. Then again, I had to talk against a second-hand outfit as having different parts of it chipped or broken, and after about an hour's talk convinced the buyer that I could satisfy him."

SCREEN DOORS SHOWN ON PILLAR.

The idea of the dealer is to display his goods so that they will catch the eye. Advantage can often be taken of some particular feature of the store's construction to increase display efficiency. There is a pillar near



Economical shelf rack for axe head and heavy cutlery.

the front door in the store of A. W. Moore, of St. Catharines, Ont. Instead of being allowed to remain bare it is used to display screen doors during the summer months. They are arranged in a swinging position, which shows them up better than if the doors were merely allowed to lean up against the pillar.

THE YEAR FOR A "THIRTEEN" SALE

This is the year to try a 13c. sale. One dealer who tried it is very enthusiastic over its success. The sale should begin on the 13th day of some month, and should last 13 days. This being the year 1913 makes the combination complete. This merchant trimmed his window with a big variety of goods priced at 13c. He had the figure "13" in every conceivable shape in the window, and surely impressed upon his customers that there was something doing inside the store in the 13c. line.

In his window he had a card reading like this:

YES, THIS IS 1913, BUT IT IS A LUCKY YEAR FOR YOU. NOTE THE BARGAINS FOR 13c.

Some way, there is a sort of superstitious appeal to the figure "13" which is sure to attract attention in your sale. People seem to think they are trifling with fate or standing over a crater when they have anything to do with "13." They apparently take a sort of daring delight in dabbling with the numeral, half expecting to see some hobgoblin jump up and grab them while they are going through with the process.

This man said that his sale was so great during this 13c. sale that he is going to put on another one soon. In fact, his customers have asked him to do so. The novelty of the thing appealed to them even more than the good values they got in merchandise. It is not necessary that the price be a cut one.

REST ROOM GOOD FOR BUSINESS.

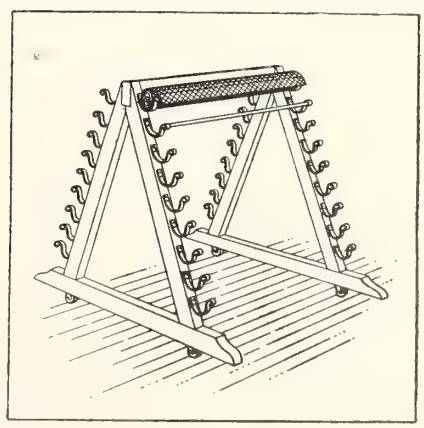
The first thing that catches the attention of a person entering the hardware and general store of J. W. H. Holtby, at Zealandia, Sask., is a large sign labelled: "Ladies Rest and Writing Room in Rear." The sign was placed in such a position that any person entering the store could hardly fail seeing it. Directly in the centre of the store is another sign, so that if one misses the first she is sure to see the second. This writing room is in one corner of the store curtained off, with a writing table in the centre, several large easy chairs, and a lounge. The floor is carpeted and the whole is cosy in appearance. Mr. Holtby supplies all the writing materials and claims it is a good trade puller, as the womenfolk coming in with the farmers go there to write their letters and also rest after their journey, and incidenta'ly do their shopping, while their husbands are transacting other business.

PUSH GOODS IN SEASON.

"The time to push goods is when they are seasonable," is the motto of H. J. Conn, of St. Catharines, and, accordingly, with the advent of summer he devotes the centre of his store to such lines as lawn mowers, refrigerators, oil and gas stoves. He handles both oil and gas stoves and finds an appreciable sale for both. Gas stoves find a sale in the city while there are many farmers who buy oil stoves for use during the summer months. Oil stoves also find a sale among campers.

ADVERTISING STOVES BY MOVING PICTURES.

A. Welch & Son, stove dealers, Toronto, recently ran for two days at the People's Theatre, near their store, a set of moving pictures showing the process of manufacturing the line of stoves they are handling. This



Simple rack for holding wire netting, rods and similar articles.

publicity brought fair returns, and was not costly, as the theatre people were glad to get and run the views without any cost to themselves, and the maker of the stoves paid the cost of the making of the pictures—so there was a benefit all round.

Window and Newspaper Advertising

EFFECTIVE SHOW WINDOW ADVERTISING.

While every window display is an advertisement, there is a particular class of displays that are generally termed advertising windows to distinguish them from purely merchandise displays. The merchandise window is intended to make direct sales of the goods shown, whereas the purpose of the advertising window is to tell a story and impress upon the mind of the beholder some salient fact concerning the merchandise displayed. In other words, there must be an "idea" in the advertising window.

The average window dresser for the retail store has little practical knowledge of purely advertising windows, as his activities are confined pretty closely to strictly merchandise displays, but the time will come when much of the best talent in the window trimmings field will be enlisted in the designing and installation of advertising windows. The reason is simple—there's more money for the trimmer in advertising windows.

Within the next few years there will be many high salaried positions open to the men who can design and construct high-class advertising window displays along original and effective lines. These openings will come from manufacturers who will be installing window display departments to co-operate with and back up their national advertising campaign.

The possibilities of window advertising for the manufacturer are so great that it is remarkable that more of them have not yet made a systematic effort to reap the rich harvest that awaits the tiller of this fertile field. The show window is the most direct and forceful of all advertising mediums and its "circulation" is enormous. Furthermore, the retailers are willing to meet the manufacturer half way in the matter of window display. They are glad to allow him the use of window space if he will provide them with the right sort of displays.

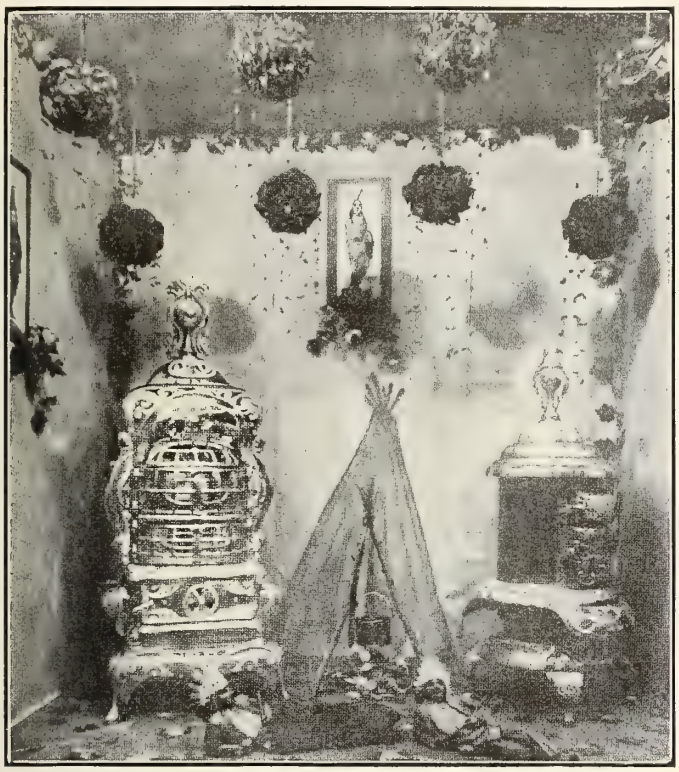
Although the number is increasing rapidly, there are as yet comparatively few manufacturers who make any serious effort toward co-operation with the retailer in displaying their products. On the other hand, there are some few manufacturing concerns that have thoroughly equipped window-dressing departments under the direction of specialists. It is a significant fact that all of these concerns started their window advertising departments in a very small, experimental way, usually under the supervision of some officer of the concern, and soon grew into an important factor of the advertising department. We have yet to learn of a manufacturer who has given window advertising a trial and dropped it.

The truth of the matter is that all advertising, as it is done to-day, is a comparatively new thing. And it is such an immense force—its returns are so great—that the manufacturer has been content with the results he has received from his printed publicity. But competition brings about the necessity of more economical methods of marketing all kinds of products, and this will lead to the increased use of the retailer's windows by the manufacturer. Eventually, every big maker of goods that are distributed through retail stores will have his window-trimming staff, or will have



Artistic treatment of window display of tools in Latham's Hardware store at Moose Jaw, Sask. Dressed by F. S. Keller.

window displays for the retailer planned by an agency as advertising is now planned. This is not a dream, but a reasonable deduction, based upon what has already been done in this line. Competition will force manufacturers to install window advertising departments. An instance of this may be cited in the case of the big talking machine companies. One of these



Window display of stoves depicting Indian life. The electric light shades are made of crepe paper in imitation of wasps' nests. Indian plaster-of-paris figures repose in the foreground, and a wigwam and camp kettle complete the picture.

companies established a window dressing department and placed it in charge of a man who thoroughly understood his business. In a short time this company was delivering to retailers ready-made window settings that were far more artistic and effective than the dealer could make for himself (if he had been so inclined) and at a fraction of the cost. As a result practically every dealer handling this particular machine had ever-catching, business-getting window displays that made direct sales. That this competition was felt by the rival company was evidenced by the fact that they, too, after a short time, organized a window-trimming department along the same lines. This is only one of many similar instances.

The wise and capable window dresser will consider this unmistakable trend carefully. It opens a new and alluring field for those who are qualified for the work, for men of brains, originality, and a capacity for organization will command far better salaries in this line than they could hope for in the retail field.

But every successful department store decorator cannot expect to make a success as a designer of advertising windows. It requires a special talent for this work. In addition to an understanding of the technical side of window dressing, he must be an advertising man. He must be possessed of originality and be able to put his ideas before the public in an understandable way.

As was said in the beginning, the advertising window is very different from the merchandise display. The advertising window must tell a story that can be read at a glance and which will be understood by all who see it. It must be simple and direct and strike the beholder in much the same way he is struck by a billboard sign or a magazine advertisement. Furthermore the display should act upon the mind in such a way that it will not be forgotten. It should be more than a display—it should be an argument.

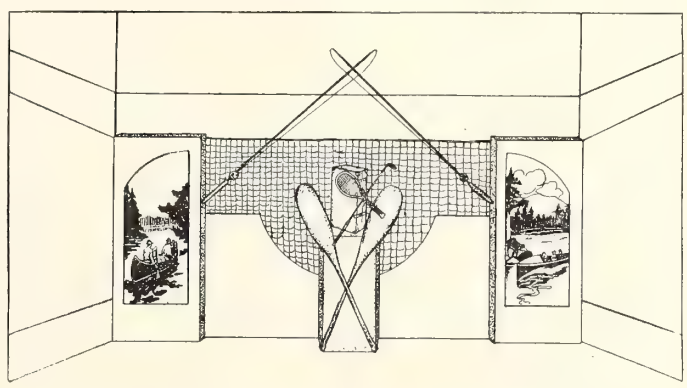
The merchandise itself is generally handled in an entirely different way in the advertising window from that in which it is shown in the usual merchandise display. In the latter may be shown a dozen or several hundred packages of articles, whereas in the advertising window frequently a single article is displayed. Whether the advertising window carries one or several artic'es, the skill of the window dresser is shown in the manner in which the good points of the product are emphasized. Naturally show cards and posters play an important part, as they are required to explain the points of excellence possessed by the goods. —Merchant's Record and Show Window.

CALGARY CLERKS ORGANIZE A CLUB.

The retail selling staff of the J. H. Ashdown Hardware Company, Calgary, Alta., held the first of a series of meetings on June 26, being called together at 6.15 p.m. by W. J. Illsey, manager of the store, who stated that the boys had decided to organize a club to meet from time to time for mutual betterment. Advantage had been taken of the presence in Calgary of Weston Wrigley, manager of Canadian Hardware, Stove and Paint Journal, Mr. Illsey said, to start the movement going.

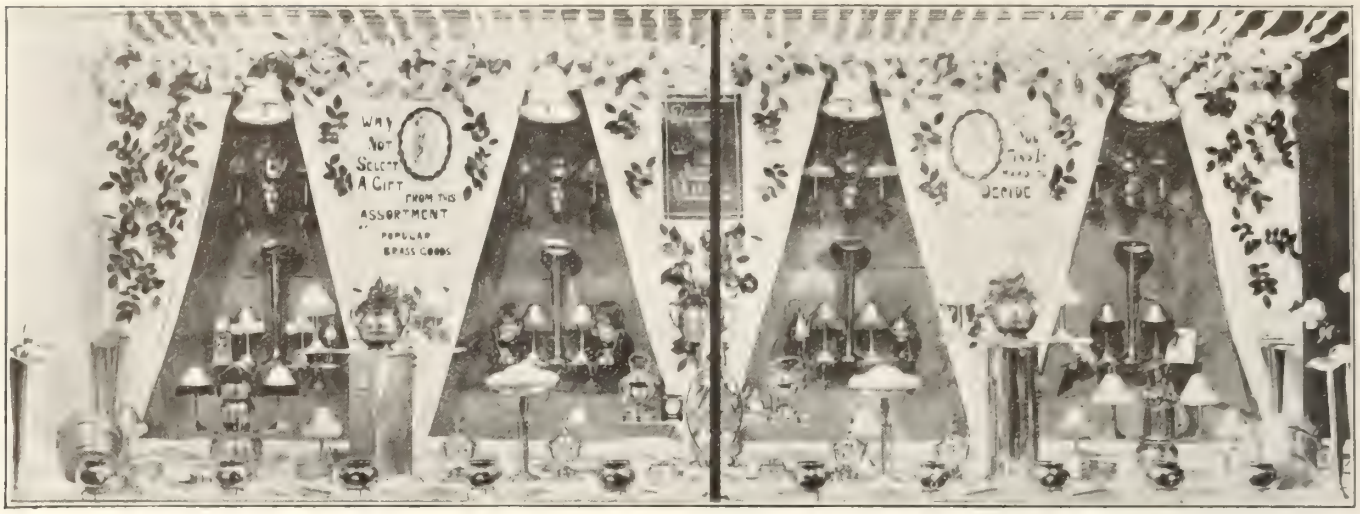
Mr. Wrigley commended the move on the part of the clerks and pointed out that the "making good" years of the average man were the years between twenty and forty when character, habits and the foundation of future business success were laid. The trail toward the great white way was well paved and easy to travel, but the wise young hardware man is he who takes advantage of learning all he can by attending store meetings, reading trade papers, talking to travellers and studying how to do his work better.

"In an Edmonton store yesterday," said Mr. Wrig-



Suggested background for holiday outing or sporting goods display.

ley, "I saw a notice on the time clock asking the staff to meet at 6.30 on Wednesday evening. They meet fortnightly and whenever a traveller will give them a talk explaining his line of goods they have him do so. In these days of specialization many clerks do not get a general knowledge of the trade so the more of these talks he can listen to the broader his knowledge will be,"



Window Displays That Made Many Sales

By H. W. Parr, of the Fawcett Hardware, Limited, Saskatoon.

Does the merchant of to-day ever stop to think what it costs to advertise? Keen competition in business compels a man to advertise in some form, be it in newspaper, handbills, painted signs, windows and a dozen other ways. The chief among these are the newspaper and the windows.



H. W. Parr.

We all know how much it costs to advertise in the paper, but did you ever figure out how much it costs to advertise in your window? The results from these two methods are interesting if given a fair trial.

The newspaper usually does its part if a sale is advertised, but advertise a staple article at regular selling price, both in the newspaper and your window and notice which does its work the most effectively. It is safe to say you will have more people ask how much are those articles in your window than you will have eqnuiries to see those goods advertised in the paper.

The cost of good window displays is a mere trifle compared with the bill you receive from newspaper.

The following description of the three window displays reproduced here is an example of how little it costs, and how big are the results of this form of advertising.

The initial cost of the three displays was $1.35. Of course this does not include the cheese cloth, leaves and flowers as these are used from time to time and can be considered as part of stock.

Six rolls crepe paper	$ .50
Set of picture post cards	.15
Ribbon	.15
Pasteboard for show cards	.30
Two painted pictures inserted	.25
	$1.35

It will be seen where these different articles are used as the displays are described.

The first window is a cut glass display. The color scheme was purple and white, which proved very effective, especially in the cut glass display. The background was purple crepe paper, and twisted white crepe paper at top of window, while white cheese cloth, puffed, covered the floor and the uprights at the back of window. The different effects as seen in the photographs was produced by changing the lights. Behind the bells there were placed 100-candle-power lights, and at the front of window 60-candle-power lights were used. The strong light showed off the cut glass to perfection in the window, but the photograph shows the light too much, owing to long exposure. Underneath the upturned bowls on the floor were strong electric lights, which added to the sparkle of the glass, and red roses scattered along the floor made a very pleasing display.

The second window contained an assortment of brass goods. The only alteration made in this window was the lights, and the show cards. The strong lights were taken from behind the bells and placed in front of the window, and background left without lights. The pictures were inserted on the cards with green ribbon. The one on the left was a bride and the one on the right was a girl with a pen between her fingers and an open letter before her. She had a worried expression on her face, as though she found it very hard to decide what to do.

The third window was a display of cutlery and silverware. In this case the lights were of equal power both back and front. The show cards are made from a set of post cards purchased at the stationery store for 15 cents and inserted on the pasteboard with pink ribbon. "Suitable gifts for the events of life" was printed in black and the title of each post card was printed in green. The set of cards consist of a series of events in the lives of a certain couple, showing the proposal, to the time of the arrival of their new love —the baby. Behind each card was placed something suggestive for the occasion. Perhaps it would be well to describe the gifts as they were displayed.

Behind the "Proposal" a diamond ring was sparkling. Where the bride-to-be is showing her girl friends her "Trousseau" a pair of white satin slippers are prominent. This was kindly loaned by a neighboring shoe store. A jewel case is back of the picture showing "The Bride." "The Wedding" called for a silver tea service on a tray. A club bag was suggestive for

the "Honeymoon." A set of community silver carvers were prominent for "Their New Home." A baby spoon hung over the card showing "Their New Love." The originality of the cards and goods displayed called for considerable comment from the people who saw them. The results from these windows was a success.

I will relate one or two cases which I had the privilege of handling myself. The first was in the cut glass window. I was displaying the various articles when a young man stopped at the window and eventually came into the store. He asked me while I was still in the window the price on a cut glass water pitcher. I informed him the price was $15. He looked at it longingly and wished he had the money on him and he would have taken it. I suggested that I reserve it for him and put it aside until he could call again. He informed me, however, that he lived in a town over 200 miles away on the C.P.R. Then I sugges'ed we should send it down by express C.O.D. and he fell right in line with the idea and gave his consent.

A few days later we received a letter from him saying he had received the pitcher O.K. and would we please send by the next train one-half dozen of the tumblers to match. "Please rush and send C.O.D." There was another $15. It pays to show your goods.

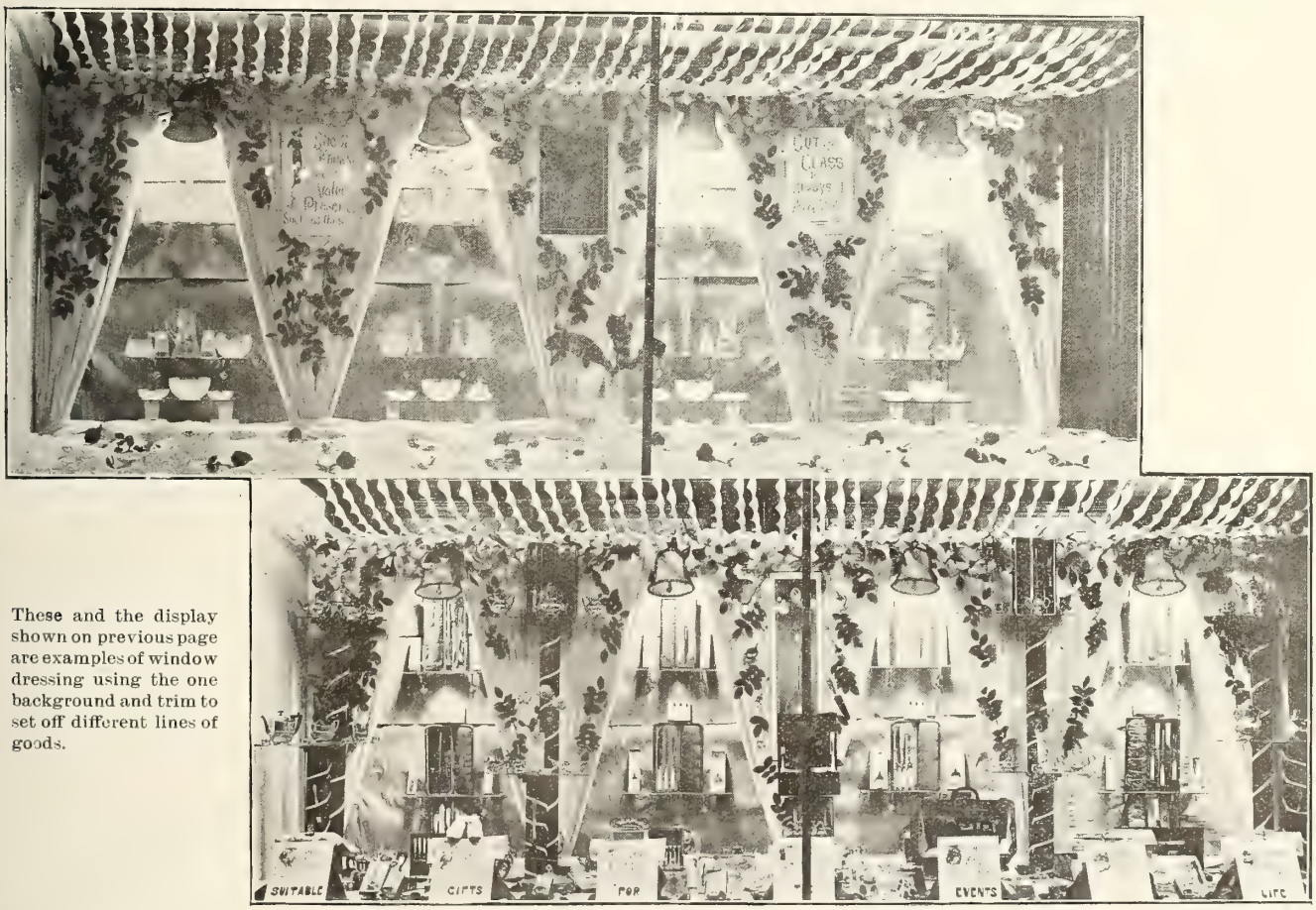
The day following we had a lady and gentleman call to see a cut glass flower vase that was in the window. The latter had promised the former so much money to buy this wedding present, and she had decided on a cut glass berry bowl in one of our departmental stores up the street. She took her husband there to see it and when he had seen it he said that he had seen some cut glass flower vases down in Fawcett's window and he thought they were much nicer than the article she had chosen. So when they came to inspect our goods they found the vase was $5 more than the berry bowl, but finally, after a little persuasion, I got them to take the vase at $20 in preference to the bowl at $15 at the departmental store.

Another case which is worth relating came out of the cutlery and silverware display. An old Scotch lady come into the store and asked me the price on the "Queen Anne" tea service (which can be seen at the left hand side of the window). I told her the price was $25. She then told me she had just got a daughter-in-law and was so proud of her she didn't know what to do. "Nothing is too good for her, but I haven't got the money to buy her what I would like to." she added.

I made myself interested in her and got into the window and brought out the tea service. She admired it for a considerable time and said she really couldn't afford to pay that much. I waited my chance before letting her go and when I saw that she really did want it, but couldn't pay that price. I offered it to her at a little reduction and after a little more hesitancy on her part she finally counted out her dollars and took the tea service home to her wonderful daughter-in-law. I might say since that transaction she has been back often to the store and has more than made up the reduction allowed her on the sale of the tea service.

Those are just cases which I thought were worth mentioning as they would never have come in and asked to see those things if they had been in the store instead of the window.

We had a remarkably good sale of wedding gifts and can attribute it almost entirely to the window display. Each display was given five working days in the window. All the goods displayed are from 75 to 100 per cent. profit goods and the results from the three cases above related repaid us amply for our investment of $1.35.



These and the display shown on previous page are examples of window dressing using the one background and trim to set off different lines of goods.

Retail Hardware Advertising

Some Suggestions and Examples for Progressive Merchants

Human Interest Advertising

By F. L. Edman

Human interest is to an advertisement what the kernel is to a walnut; that portion which is digestible, nourishing, vitalizing. The walnut minus the kernel is a worthless hull. Just so with the advertisement minus human interest.

One thing certain, the advertisement that fails to get a careful reading is not going to produce startling results, and in this busy world the average man's time for reading is so limited that he is very particular in the selection of his literature. But he can always find time to read something of an interesting or instructive nature.

The ad. writer must bear in mind one thing; i.e., that unless his text possesses unusual magnetism, it will be among the last items in the paper to be read. People look for news, and ordinarily their first impulse is to search the editorial columns.

The average country newspaper is chock-full of advertisements that are absolutely devoid of life; ads. that people will not even read, let alone respond to. Invariably the writers of such copy are the very ones who condemn advertising as a necessary evil. Just how they account for the fact that mail order houses and many other large business concerns have built up enormous patronage entirely without the aid of personal solicitation, it is hard to say.

For the man who can write, the advertising field offers prolific rewards. Advertising literature, however, should be even more forceful and interest-compelling than editorial matter, because of the tendency to pass it up in favor of the latter. The average consumer is ordinarily not much interested in the products for which the retailer is striving to create a greater market. For this reason, he is not going to respond to a half-hearted, lifeless appeal.

Pick up some of the leading city newspapers, or high-class magazines, and glance over the various advertisements appearing therein. You will find that some of them are actually so full of life that the editorial pages are of secondary consideration to the reader.

In a recent Sunday edition of a large daily newspaper a railroad advertisement tells the story of a man who went into a certain portion of the United States six years ago with less than $500, and how the rich soil of this country, under proper cultivation, had brought him into the $20,000 class.

Taken straight through, quality considered, the country merchant has the mail order house beaten on prices. It is ridiculous to say that retail mail order houses quote the lowest prices on all types of merchandise. If that is so, why do they advertise so strenuously? If their catalogues contained nothing but lowest prices, their hard work to secure trade would be superfluous; trade would flow to them as naturally as water flows down hill.

The advertisement was full of human interest, and undoubtedly awakened in many a longing to establish a home in this remarkable region, for the reader unconsciously sees himself in the position of the man about whom the story is told. The railroad expects to profit not only from transporting people to this new land, but also from the future business to be acquired as a result of a more thorough settling of this tract. Long-sightedness is required to a greater extent in railroad advertising than in most any other line.

Now, there is no reason why a similar form of advertising cannot be employed, in a measure, by retail merchants. There is positively no product, no matter how commonplace, but what may be made the subject of an interesting story. The more unattractive the subject, the more human interest should be injected into the text.

One live hardware merchant, located in a town of less than 1,000 population, stocked so many cream separators at one time that his friends laughed at him, and wanted to know how many he intended to will his son. But this did not worry the merchant, whom we shall call Stanley for convenience.

Stanley actually believed he could sell every machine in his store, although he knew that just common, ordinary, every-day advertising would not do it. He recalled to mind a story he had heard of a man who builded an immense dairy business that netted him a small fortune, and he decided to utilize this story in furthering his own interests. It required some time, but he finally got the facts together in a way that he felt sure would appeal to the farmers.

The story was about a man, who, broken down physically and given by prominent physicians only a few years to live, took to the farm. It told how he started up in a small way in the dairy business. The profits, he soon discovered, were excellent, considering the small investment, so he bought several more cows and increased his volume of business. A little later on he began to hear a great deal about cream separators, so, after carefully satisfying himself as to the value of such a machine to him, and carefully considering the respective merits of the various makes then on the market, he selected the one best adapted to his special requirements. It soon proved such a time and labor-saver that he was enabled to double the size of his business and still handle it with greater ease than before.

The story went on to relate how the dairy industry continued to grow until it finally placed this individual on Easy Street. He also regained his health. This was gotten up in pamphlet form, and mailed to the farmers of that community. Then, after allowing ample time for it to be read and thoroughly absorbed, the dealer began an advertising campaign on cream separators through the local newspaper and personal letters. Profit was the principal target on which he focused his arguments, but he did not fail to dwell strongly on the distinctive merits of the particular separator he was selling.

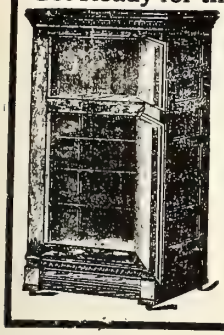
The result was that within six months after the dis-

tribution of this story, every separator in stock had been sold, and more ordered.

Another dealer sold a great number of incubators by educating the people of his community to the profits in poultry raising.

It might be said right here that whenever you can show people how they can profit financially by owning a certain commodity, you are pretty sure to receive substantial returns. Avarice is a vulnerable point in the make-up of practically every individual, which

Get Ready for the Hot Wave



REFRIGERATORS
With a little ice our refrigerators will do all that a good refrigerator should do.
GREENLAND
Galvanized lining **$9.50**
COLD WAVE
Galvanized lining... **$12**
COLD WAVE
White enamel lining.
Prices ... **$18** to **$24**
LEADER
White enamel lining.
Prices **$12.50** to **$15**
SUPERIOR
Genuine porcelain lining.
Prices ... **$30** to **$40**

Anderson & Warnock
Vancouver Hardware Store
619 Prader. Between Granville and Seymour

Screens for Windows and Doors



Our **Screen Window** and **Door** stock is most complete. Order your windows by the following numbers and you will have no trouble :

No. 1—14 in. high, 22 in. wide.
No. 2—14 in. high, 37 in. wide.
No. 4—18 in. high, 32½ in. wide.
No. 5—18 in. high, 34½ in. wide.
No. 6—21½ in. high, 46 in. wide.
No. 7—19½ in. high, 43 in. wide.

Standard Sizes of Doors:
2-ft. 8 in. by 6-ft. 8 in. 2-ft. 10 in. by 6-ft. 10 in.
3-foot by 7-foot.

W. C. STEARMAN
Hardware Merchant
546 Granville Street Phones: Sey. 5940-5941

Aluminum Ware

is the lightest, the cleanest and the most durable ware you can use. We have just unpacked a large shipment of German Aluminum, which is strongly made and at a reasonable price.

Aluminum Tea Kettles	$3.00
Aluminum Preserving Kettles	$1.25 to $1.75
Aluminum Rice Boilers	$1.50 to $2.25
Aluminum Sauce Pans with covers	$1.25 to $1.75
Aluminum Sauce Pans, straight	$1.00 to $1.50
Aluminum Sauce Pans	45c to 85c
Aluminum Pudding Dishes	35c to 60c
Aluminum Funnels	40c
Aluminum Jelly Moulds	25c

PEART BROS. HARDWARE CO. Phone 181
U.P.S. RAILWAY & RUNT. STS. LIMITED

Mantles, Grates and Fireplaces

We feel confident that in our showroom we offer a selection of designs that cannot fail to impress the discriminating buyer as being superior and further advanced in style than any we have ever shown.

Mantles run in prices from	$25.00 to $75.00
Graters run in prices from	$16.00 to $25.00
Kerbs in any finish	$ 2.00 to $20.00
Coal Hoods and Boxes	$ 3.50 to $10.00
Companion Stands	$ 3.50 to $15.00

Moose Jaw Hardware Co.
Limited
Near Post Office. Phone 80

Sportsmen!

Here's What I am Going to do for the Holiday:

I am going to give you an opportunity to get things you need most to have real pleasure, the out-of-doors kind that folks full of health and spirit like for the holiday.

Most of you know what I mean when I say I have cut prices. If you don't, the few things I have put here will show you what I mean.

I wont have the men of Vancouver say I didn't do as I said I would. I said I would make some low prices and here they are.

Spalding's Base Gloves and Mitts

CATCHERS' MITTS

$8.00 for	$6.40
$7.00 for	$5.80
$5.50 for	$4.40
$4.90 for	$2.95
$3.00 for	$1.95
$2.60 for	$1.35

BASEMEN'S MITTS

$5.00 for	$3.95
$3.50 for	$2.25
$2.00 for	$1.35

FIELDERS' GLOVES

$4.00 for	$2.95
$2.00 for	$1.95
$2.50 for	$1.95
$1.50 for	95c
50c for	25c

Boys' and Girls' Bicycles

In this list of Pre-Holiday Specials I have decided to give the boy and girl cyclists of Vancouver a pleasant surprise. I am going to include my line of bicycles that I just received. The ones that I sometimes sell for $35.00, but which are really worth $40.00. During the Pre-Holiday Special I am going to give the boys and girls a chance to get one complete with bell, lamp, tool kit and pump for.. **$31.50**

Tennis Racquets Are Reduced Too

Last week I purchased a few sample racquets from a travelling salesman. I bought them at quite a reduction and am going to give you the benefit of it Thursday and Friday. I only purchased a few and here's the way I have cut prices on them for the holiday—

$10.00 ones for	$7.95
$8.00 ones for	$6.50
$7.00 ones for	$5.50
$5.00 ones for	$3.95
$3.75 ones for	$2.25
$1.00 ones for	75c
50c ones for	35c

PRE-HOLIDAY SPECIALS ON ROLLER SKATES

I just received about ten dozen pairs of roller skates last Friday and among them are styles most suitable for the beginner and those that are constructed for the use of the professional. I am going to give Holiday prices on them like these —

For the "Kiddies"	75c
$2.00 ones for	$1.40
$3.50 ones for	$2.95

Get them Thursday and Friday only at these prices.

Fishermen!

Note These Pre-Holiday Prices:

I know how much good it does a person to get away from business, mental or physical strain, to go out with rod and line to some spot that Nature has prepared for him, to breathe the fresh air of the out-of-doors, world—what a difference it makes, if only a day. It puts new life into you—you feel much fresher—you possess more ambition. That everyone may enjoy this pleasure, I have cut prices on my stock like this:—

SPLIT BAMBOO RODS, Silk Wound.
Values up to $6.50 for $3.45

SPLIT CANE RODS
9, 9½ and 10 feet long; regular $1.50 for 95c
I have cut prices on higher grade rods for Thursday and Friday too.

FLIES
Regular $1.00 per dozen 50c
Regular 50c per dozen 25c

COLORADO SPINNERS
Regular 25c, 2 for 25c

DEVON MINNOWS
35c ones for 30c
45c ones for 40c



All English Dog Collars ½ Price

These are made of finest English leather and I have the largest stock in town for you to select from.

Harry Godfrey

"The Sporting Goods Man"
132 Hastings Street West

Lacrosse Tickets

for all Professional games this season can be purchased at my store. You can get your tickets for Saturday's game now.

Lawn Mowers

$4.50 to $15

Standard Canadian and American Makes

A large selection of all sizes of Mowers which make it a pleasure to mow the lawn.

Lawn Hose, per foot	10c, 15c and 18c
Hose Reels	$1.50, $2.00, $2.50
Sprinklers	75c to $3.00

FLETT Ltd.
Phones Sey. 2327-2328.
311 HASTINGS ST. WEST.

$15 Couch Hammocks

$11.50

These are good heavy khaki hammocks with high quality bed spring and mattress. Come and see them—the price will astonish you. Now $11.50.

Other Hammocks 20% off

These include all ordinary style hammocks in many different colors and qualities. Regular prices from $3.50 to $14.00, now less 20 per cent.

FRASER
HARDWARE AND SPORTING GOODS
651 Granville Street.
Phone Sey. 4013.

ASHDOWN'S SATURDAY BARGAIN LIST For THRIFTY BUYERS

These Specials will be sold only on Saturday at these very close prices and if you are studying real economy you'll be here bright and early.

FREE! To all our men customers, a handy sharpening stone, absolutely free.

SHAVING BRUSHES AT A SAVING
Finest quality, well made, and of extra material. Regular $1.25, for ..... 75¢

SHEFFIELD MADE RAZORS
Regular $1.50 and $1.75, for $1.00
And they are of quality article good. Try one.

RAZOR STROP BARGAINS
All our regular 50c strops go on sale for Saturday only, for ..... 35¢

ALL 75c RAZOR STROPS AT 50c.
And there are some very excellent values. For one day only.

ALL 90c AND $1.00 STROPS AT 75c
This list represents some of the finest values ever shown.

$2.50 SAFETY RAZORS FOR $1.75 EACH
And we guarantee them. 12 blades with each.

LACROSSE STICKS
Regular $1 to $4.
A splendid assortment of finest quality sticks at Half Price Saturday.

GOGGLES FOR BICYCLISTS
Keep out the dust and cinder. Reg. 50c Saturday, pair ..... 10¢

1 ONLY .22 CAL. RIFLE,
Bayard make, first-class in every way. Reg $9.00, for $6.00

2 ONLY BAYARD AUTOMATIC PISTOLS
One of .25-.32 calibre, one of .38 calibre. Regular $15.00, for $12.00

RAZOR HONES
Fine grade and fit for private use or barbers' use. Reg. 50c, for ..... 35¢

TACK CLAWS
Needed this time of the year. A good strong style. Reg. 10c, for ..... 5¢

COPING SAWS
A specially good style and quality. Reg. $1.00. Saturday only ..... 75¢

ALARM CLOCKS
Guaranteed for one year, well made and finished, good loud alarm. Reg. $1.25, for $1.00

SETS OF PEARL HANDLED KNIVES AND FORKS
Six sets only, 13 pairs in each. Reg. $20.00, for $13.50

ALL PEARL HANDLED CASE GOODS
Fruit Knives, Butter Spreaders, Fish Sets, etc. Reg. $10.00 to $20.00 per case, at 25 Per Cent. Off.

BATH ROOM FIXTURE SPECIALS
All finest quality goods:
13 only Towel Bars, Reg. 35c, for 20¢
13 only Towel Rings, Reg. 60c, for, special ..... 45¢
9 only, Towel Bars, Reg. $1.60, for $1.00
12 only Tumbler and Tooth Brush Holders, Reg. $1.50, for $1.00
12 only Bath Sprays, Reg. $1.50, for $1.00
4 only corner Cabinets, white enamel Reg $15.00, for each $11.50
2 only canvas Head Rests, Reg. $4.00, for each $2.75
Tooth Brush Holders, for 3 brushes Reg 50c, for ..... 35¢
6 rolls Toilet Paper ..... 25¢

ELECTRIC READING LAMPS
New patterns and well made, with very pretty shade. Regular $15, for $7.00

OUR PRICES ON ELECTRIC LIGHT BULBS
Masda Tungsten
25 watt, 65c, or 4 or more ..... 60¢
40 watt, 85c, or 8 or more ..... 75¢
60 watt, $1.00; or 6 or more ..... 90¢
Carbon Lamps, each ..... 35¢

12-INCH RATCHET BRACES
Extra strong and well finished. A brace fit for carpenters' use or for home use. Reg $1.00, for ..... 75¢

WOOD JACK PLANES
Regular $1.75, for $1.35
A reliable make, and one which we know will give full service.

WOOD SMOOTH PLANES
Reg. $1.50, for $1.20
This is a very extra special snap. If you need a plane, buy Saturday.

4 AND 6-INCH TRY SQUARES—ADJUSTABLE
Regular price 60c, each. Saturday for ..... 35¢

FREE! To our lady customers. All who buy any goods will receive a handy paring knife free.

BRASS CANDLE STICKS AND SHADES AT 50c COMPLETE
A very pretty style, and a special seldom equalled. Reg. $1.00 set. One day special ..... 50¢

ENAMEL DOUBLE BOILER
18 only Enamel Double Boilers, one-quart size, a size which every home needs. Reg. 75c each, for Saturday only ..... 50¢

ENAMEL TEA KETTLES
No. 8, grey finish. These are of good quality enamel and sell at $1.25. For Saturday, each ..... 85¢

ENAMEL TEA KETTLES
No. 9, Grey finish also, and of good quality enamel. Reg. $1.50 each. For Saturday only, each $1.00

10 QT. SAUCEPANS AT 55c
Enamel and well finished. These are regular 90c value. For Saturday only ..... 55¢

RUBBER FORCE CUPS
For cleaning out your waste or closet pipe. Reg. 75c, for each ..... 55¢

EXTRA SPECIAL
12 only Electric Irons, guaranteed for ever; 6 pound size. Special, each $3.50

"ASHDOWN'S"
110 8th Avenue West

ELECTRIC IRONS AT $3.50 EACH
An iron which we guarantee to give service for ever. A 6 lb size, and beautifully finished.

A Smooth, Green Lawn



is much admired, and helps to make the city beautiful. With an outfit of the quality we supply, it's very little trouble to keep your lawn looking nice.



Easy Running Lawn Mowers.
No need to wear yourself out pushing a creaky, noisy mower. Get one of these light-running Caldwells and watch the grass fly. The knives stay sharp with very little attention. Are the cheapest. Caldwell will give good service, but the ball-bearing styles are worth the difference. Prices run all the way from $4.50 to $16.75.

To Smooth Your Lawn, and keep it smooth, a lawn roller will be necessary. Come and see our reliable, easy-running, English rollers, double cylinder style, sizes 14 to 24 inches, weights 175 to 450 pounds, $10.00 to $30.00



Good Hose Will Last.
Because it is made of good new rubber that will not crack or split, but with reasonable care will give long service. It is by far the cheapest in the end

Special offer, 50 feet hose, complete with couplings and nozzle, for only $4.75



Don't Tear the Tender Grass.
by using a common garden rake to clean up your lawn, use the proper tool, this reversible lawn rake, for 50c

For Trimming God along borders of walks, etc. you need a turf edger .. $1.00



Keep the grass green all summer with this Lawn Sprinkler. The three revolving arms produce a fine spray. Being mounted on a stand it can be pulled from place to place easily and without injuring the turf. Will last for year $2.00
Other Sprinklers at from 45c to $8

Grass Clippers that will fit almost any mower, and will not interfere with its working 90c

Martin, Finlayson & Mather Ltd.
MECHANICS' TOOLS — CUTLERY — BUILDERS' HARDWARE
43 HASTINGS STREET WEST. BETWEEN CARRALL AND ABBOTT STREETS.

Buchanan's Stock Reducing Sale

Sheffield STEEL Cutlery

On Sale
Saturday

A SPECIAL importation of guaranteed Sheffield steel table and dessert knives to go on sale Saturday at wholesale prices. The best kind for home or restaurant use. They come in round or square ivorine handles, which are guaranteed not to change color or separate. Read —

—100 dozen in round or square ivorine handles, table size; reg $5.00 dozen for **$3.75**

—100 dozen, in round or square ivorine handles, hand forged blades, table size, regular $6.25 dozen, for **$4.70**

—80 dozen in round or square ivorine handles, hand forged blades, table size reg $7.00, for **$5.25**

—Dessert Knives to match above, 50c dozen less

—100 dozen aluminum handles Sheffield steel, regular $2.50 dozen for **$1.90**

"Vancouver's Select China Store."

R. G. BUCHANAN & CO.
1126 Robson Street Phone Seymour 2021.

Some striking examples of daily newspaper advertising run by Western Canada hardware dealers who believe in publicity.

may be played on with telling effect. A man invests his hard-earned savings in a copper mine he has never seen, not because he wishes to own an interest in a mere hole in the ground, but because he has visions of dollars coming his way as a result.

People will not read dry, lifeless statements about any article. The most important questions in their mind are, "How will this article serve me?" "What can I do with it?" "What will it do for me?" "What is the advantage in possessing it?"

The plain statement, "Here is a high-class range," means practically nothing to the reader; but the state-



Good example of one article advertising being done by Western hardware firm.

ment, "Here is a range that will reduce your fuel bill 25 per cent.," immediately attracts and interests the man or woman who is in the market for a range, for the saving of 25 per cent. on fuel means something to the individual of ordinary means. Compare, "This stove is a good heater," to "This stove will keep every corner of your house comfortably warm, no matter how cold the day." The former is merely an abstract statement, while the latter appeals directly to the reader, picturing a condition that may exist in his home, with the proper kind of a stove. The word "Comfort" means something to him.

Human interest illustrations are becoming quite popular with some of the best advertisers. By this we mean illustrations showing the advertised commodity in use. Judge for yourself which would appeal most readily to the housewife, an illustration of a washing machine, showing plainly the ease of operation, or a mere naked picture of the machine.

To get human interest into your text, you must get your mind on live things. The author who wants to produce something strikingly original, something full of vim and vigor, gets his inspiration from life, from the crowded streets, from the forest, from the fields, or any place where life in one or more of its various forms is in evidence. Bleak walls are not conducive to live thoughts.

The every-day life of the retail merchant brings him in contact with humanity, and there is ample food for inspiration if he only makes use of it.

When you sit down to write an advertisement, give play to your imagination. Let your mind wander somewhat from the dry, hard subject of your text. In your mind carry the article into practical use; see it in operation; see what benefit it is to mankind, then write what you see, not forgetting, of course, that you are advertising only one particular product.

USE OF WHITE SPACE IN SMALL ADS.

By Gilbert P. Farrar in Printer's Ink

Advertisements in magazines, newspapers and other printed matter are—first of all—white space.

Once upon a time men paid real money for space and then casually filled this space with a limerick, a poem, a business card, or just the name and address of the man who paid for the space. To-day it's what is said and how the white space is filled or used that makes an ad effective.

Modern experience of many advertisers has found that it is more profitable not to fill every inch of the ad with reading material.

An ad with a band of white space around it will stand out on a page of crowded ads and demand attention from the very fact that it is different.

There are, however, only a few advertisers who have the courage to "waste" good white space that costs real money.

I know of a very successful advertiser who used large newspaper space in several States twice a year. This man makes no claims as an advertising expert whatever, but his instructions always say: "Put good wide margins of white space around this ad." I know from actual facts and figures that he has found this style very effective when using half and quarter pages in newspapers.

And if white space adds effectiveness to such large space as half and quarter pages (where the size is usually supposed to be attraction enough) why isn't it reasonable to suppose that smaller ads will be helped by the judicious use of white space?

But like every new thing, white space will be handled properly by one advertiser and improperly by about nine other advertisers.

Here's a point overlooked or ignored in ads using white space: The white space must be balanced or its attraction value will be materially reduced.

MAKE STATIONERY ADVERTISE STORE.

"I consider neatly printed stationery—letterheads and billheads—most important in the conduct of a first-class, up-to-date store. An attractive bit of stationery always catches the eye, and if it is out of the ordinary in any way the person who receives the letter or the bill is always going to glance at the heading. Two or three colors of a letterhead or billhead, of course, cost something extra, but I earnestly believe it pays for itself in no time at all.

"In this connection I always have advocated the use of what I may call for want of a better name a trademark on all printed matter. I have it on my letterheads, my billheads, and my wrapping paper. My imprint shows my signature boxed in an attractive border. Everywhere one of my letterheads or wrapping sheets goes it carries with it an advertisement that is worth money. My name is right where everybody can read it, and it has become a valuable asset to me. I never overlook a chance to advertise my name and my business. That's what I'm in business for."—L. M. Michaelson.

Heating and Metal Working

SCOOP PATTERNS

By G. L. Gray

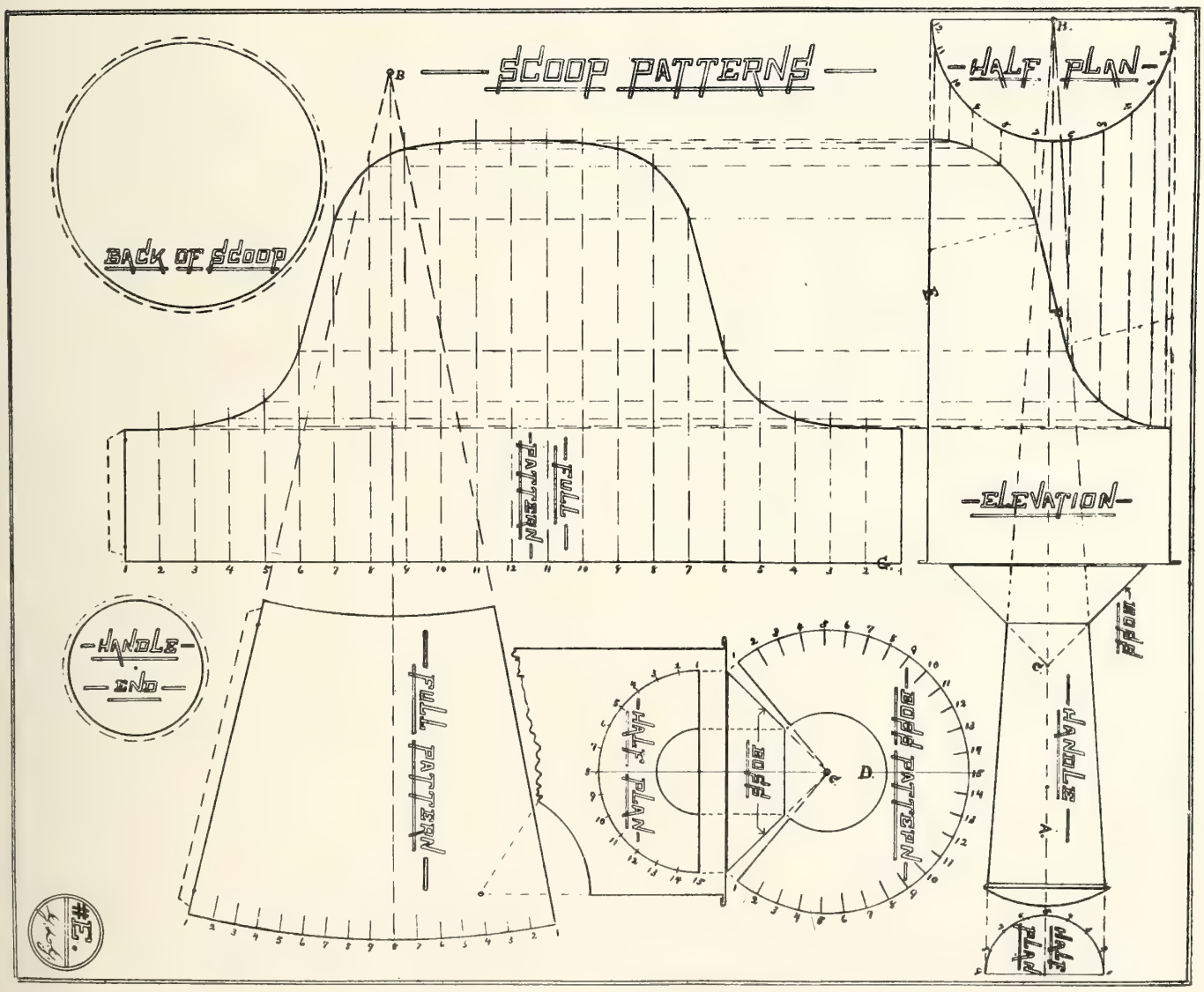
This drawing shows the full development of all the patterns required to make an ordinary scoop. First draw centre line A, B; then the full elevation as shown; draw half plan as shown at B and space same into a convenient number of equal spaces; place T square parallel with line E; draw lines from all points 1 to 12, in half plan, intersecting line F. Next draw stretchout line G, and place twice the number of spoces as shown in plan 1, 12, 1; place T square at right angles to line G; draw lines from all points indefinitely. Place T square parallel with line G; draw lines from all points on line F, intersecting lines of corresponding numbers in stretchout; draw a line through these intersecting points will give full pattern for body of scoop.

SOLDERING FLUX

A flux that can be used for tinning surfaces of metal without any previous cleaning is made as follows: Dissolve 1 lb. of zinc in muriatic acid and add 22 oz. of sal ammoniac to the solution, which is then allowed to evaporate and crystallize. The yield is about 2¼ lbs. The salt is moistened and brushed on the metal to be soldered or tinned. The solder will readily flow wherever the flux has been applied.

NEW HEATING AGENCY IN VANCOUVER

H. C. Filsinger, sales representative of the Canadian Heating & Ventilating Co., Owen Sound, who has been spending the past month in Vancouver, has appointed C. A. Godfrey to succeed M. C. Drew & Son as agents for British Columbia with headquarters at 1059 Hamilton Street, Vancouver, where a large stock of furnaces, warm air registers, ranges, etc., will be carried, including the Joy malleable range, which is a very popular seller in British Columbia. Mr. Godfrey was with the Gurney-Tilden Co., Hamilton, for fifteen years and, under his management, the Canadian Heating & Ventilating Company's line should meet with a largely increased sale in the Pacific coast province.



What is Good Furnace Work?

Having so frequently been asked the question, "What do you mean by good furnace work," or "What constitutes good furnace work," we will proceed to consider a number of features which characterize really good furnace work, and then ask ourselves if we are conforming to such a standard.

A good firm foundation of masonry, whether of bricks or of concrete, is the first provision for a good job. On new work the foundation for the furnace, and also the cold air pit, should be built before the cellar is cemented, and if the cold air is to cross a section of the basement below the floor level, this trench should also be constructed before the concrete for the floor is put down.

Both pit and trench should be constructed of hard brick laid in cement or of carefully mixed concrete. It is better to build the walls of the pit of brick laid in cement. The top of the trench may be built of concrete laid over wood forms or reinforced with perforated sheet steel now obtainable for the purpose.

Dust Discharge.

A frequent complaint about furnace heating is that dust is discharged into the rooms. Ninety-nine per cent. of this trouble is caused by the absence of a suitable foundation, the furnace resting on the cellar bottom, or upon a poorly constructed foundation.

The heat from the ash pit will soon dry the earth bottom so that the dust from it will be carried upward into the rooms, or if a poorly constructed or uneven foundation is used the joints of the furnace will open up due to the racking of the castings when shaking the grate. Not only is this a source of annoyance, but it also shortens the life of the furnace, and renders the castings liable to cracking due to the unequal expansion of the metal. When a furnace is set upon an even, smooth foundation, the parts will fit in their proper places without straining.

The Casing.

Having properly set the furnace the next item of importance to consider is the casing. Some furnace men prefer a double casing—the inner one of black iron and the outer one of galvanized iron with an air space between—while others prefer a single casing, covered on the outside with asbestos and lined on the inside with bright tin, plain or corrugated. The practice of encasing the castings in a single casing is a mark of cheap work and should be condemned. We know of some furnace men who use the single casing and cover it with a black iron casing, leaving an air space 1 to 1½ inches between. This shield serves to confine the heat and increase the efficiency of the furnace.

The Furnace Top.

The furnace top with a deflector or cone in the centre which throws the rising hot air towards the outer circumference of the casing is to be preferred to any other type. The warm air pipes may be taken from the top or on a slant as the height of cellar and character of the job will allow. The cone fastened to the under side of the top provides an air space in the centre, making the insulation of the top by covering a comparatively unimportant matter.

The Piping.

The hot air pipes or basement leaders are essentially an important part of furnace work, and in laying out this part of the work the furnace man should keep in mind the fact that the installation of the piping, if not properly done, will cause the apparatus to prove a failure.

In planning the piping every effort should be made to eliminate friction. This may be accomplished by shortening the runs and dispensing with all abrupt angles. Every bend increases friction and reduces the velocity of the air current.

Concerning Bends.

Of course, bends are unavoidable, but it is a mark of good work to find all bends made with a long sweep or easy turn. It requires but little obstruction to turn a current of air which, owing to its elasticity, will rebound when striking a surface at a right angle. Such methods of making connections indicate good work and a knowledge of the handling of air on the part of the furnace man.

Heating Surface.

Thus far we have said nothing regarding the value of large heating surface—i.e., a good generous size of furnace, particularly in regard to the fire pot and grate. A job may be ever so carefully installed, but if it is lacking in capacity it will prove inadequate and wasteful of fuel. Good work demands an economical furnace: one whose grate area is sufficient to hold enough coal to give off the necessary heat units with slow combustion, and a pot and drum, or heating surface, sufficient to warm the volume of air demanded without heating to excessive temperatures, and in this connection it is well to remember that the higher the temperature of the furnace the greater will be the waste of heat in the chimney.

We favor the re-circulation of the air in the principal rooms of the first floor. We know that many wise ones condemn this practice, yet there seems to us no reason why the air from the living rooms and hall should not, under ordinary conditions, be returned to the furnace for reheating, as it is not contaminated to any preceptible extent.

When rooms in one part of the house are "thrown together" as the parlor, reception room, library and hall, one large rotating register placed at some central point, preferably in the hall, will be found sufficient. The staircase is a particularly good place for the installation of the rotating register, as the space under the steps allow of making a large galvanized duct connection to the register.

The extra expense of installing the apparatus in the right manner is money well invested, in fact like putting money in a bank which pays large dividends.

Added Cost of Hard Firing.

If a heating system of scant capacity or of poor construction is installed, which necessitates hard firing with the attending waste of fuel, it is not uncommon to find such an apparatus using from 20 to 30 per cent. more fuel than would otherwise be found necessary.

The additional expense of installing an adequate and properly constructed apparatus would at this rate be paid for in four or five years, and the annoyance of using a poor apparatus for that period would be eliminated. There is absolutely no excuse for doing poor work or installing inadequate material when the argument of dollars and cents can be so strongly used with possible customers, and good furnace men are alive to this fact.

The man who wills can do anything he is determined to do.

SALESPEOPLE

MAKING A SUCCESSFUL SALESMAN.

By Joseph Basch

A salesman is the center of activity in any retail business.

He is the visible representative of the store, and stands between the management and the customer.

Stores are judged by the impression created by individual salespeople.

A successful salesman knows his business so thoroughly that he has the respect and confidence of his customers, speaks with authority, and commands the situation.

Unless a capable salesman is connected with the proper sort of concern his capability will never develop into real breadth.

A good salesman endeavors to make sales that will be permanently satisfactory to the purchaser.

He must be genial, attentive, and respectful, but not subservient.

Good health is one of the most important requisites of successful salesmanship.

Every salesman needs recreation, but it must be sane recreation—the kind that will add vitality, and not sap it.

In addition to all this every successful salesman must have intelligence, honesty, faithfulness, good nature, tact, courtesy, and patience.

AUTO TRAVELLER SELLS A STOVE.

E. B. Westwood, of Westwood Bros., stove dealers, Toronto, and formerly representative of the Moffat Stove Co., says he was in Penfold's hardware store in Guelph a short while ago, talking about things in general with an automobile salesman, when the conversation turned to salesmanship, the motor man claiming that a good salesman could sell anything that came his way. While he was talking, a lady came into the store to look at the ranges standing on the floor.

Mr. Penfold, who had been listening to the conversation of the two salesmen, without a word of warning, said, "See that lady; she wants to buy a new range; go to it, make a sale and prove your statements about a good salesman being able to sell anything. The prices are on the stoves."

Mr. Salesman, who was just as game as he was smooth, walked up to the lady, touched his hat, and started in something like this:

"That range you are looking at, lady, is one of the best on the market. You see it has six, number nine cylinders; some stoves have four, but six are better, as they do not use any more fuel than four, and greatly increase the power of the range, you see when you have visitors and are going up a hill—I mean going to cook for more than usual, the two extra covers come very handy. You may have noticed that we have two crank shafts; the idea of this is in case one will not throw her over you can use the other; or should you run into anything and break one, you can use the other to get home on—I mean to turn the grate with. You will also notice the ground bevel gears that we use on our grates. These gears are made and fitted at our own factory at a great expense, we depend upon these gears for the transmission of power from one grate to another, a very important matter in the working of the range.

"We also have with this range a seven-inch exhaust pipe and cut-out. The cut-out is worked from this damper handle in the pipe, and stops the fire from burning too fast. We also have the car—I mean the stove under perfect control by using the slide dampers placed in the fore-doors. The lower one opened increases the speed of the stove, and the upper one opened put on the brakes.

"We supply with every range a speedometer on the oven door to tell how fast the oven is heating. The tank will hold ten gallons of gas—I mean water, and it is placed far enough from the fire to be out of danger of—er—interfering with the heat of the stove. We also supply a complete kit for running the stove, and guarantee everything satisfactory."

The lady asked how much space the stove covered. The auto man replied: "The wheel base is just 38 inches." The lady: "Well, I'll see if I have room for it in my garage—kitchen, I mean. It auto be a good stove. Good afternoon."

INTELLIGENCE AND PROGRESSIVE CLERKS.

How an intelligent and progressive clerk can be of assistance to manufacturers is illustrated by a story told by a Montreal hardware traveler. The clerk was progressive and held a responsible position in a good hardware store. He was open for ideas and suggestions from the salesmen who called to sell goods, and where an article had merit he put his whole energy into pushing the sale of that line. The traveling representative of a Canadian manufacturer of saws got in touch with the live wire clerk and impressed him with the high quality of the steel tempering and workmanship in his line of saws. The clerk received an offer of a better position in another store. He accepted, and before long became buyer for his new employer, and knowing the value and quality of the line of handsaws he had sold in his previous position, it was not a hard matter for the saw salesman to induce the new buyer to stop at his line and give it precedence over the line which had been formerly handled.

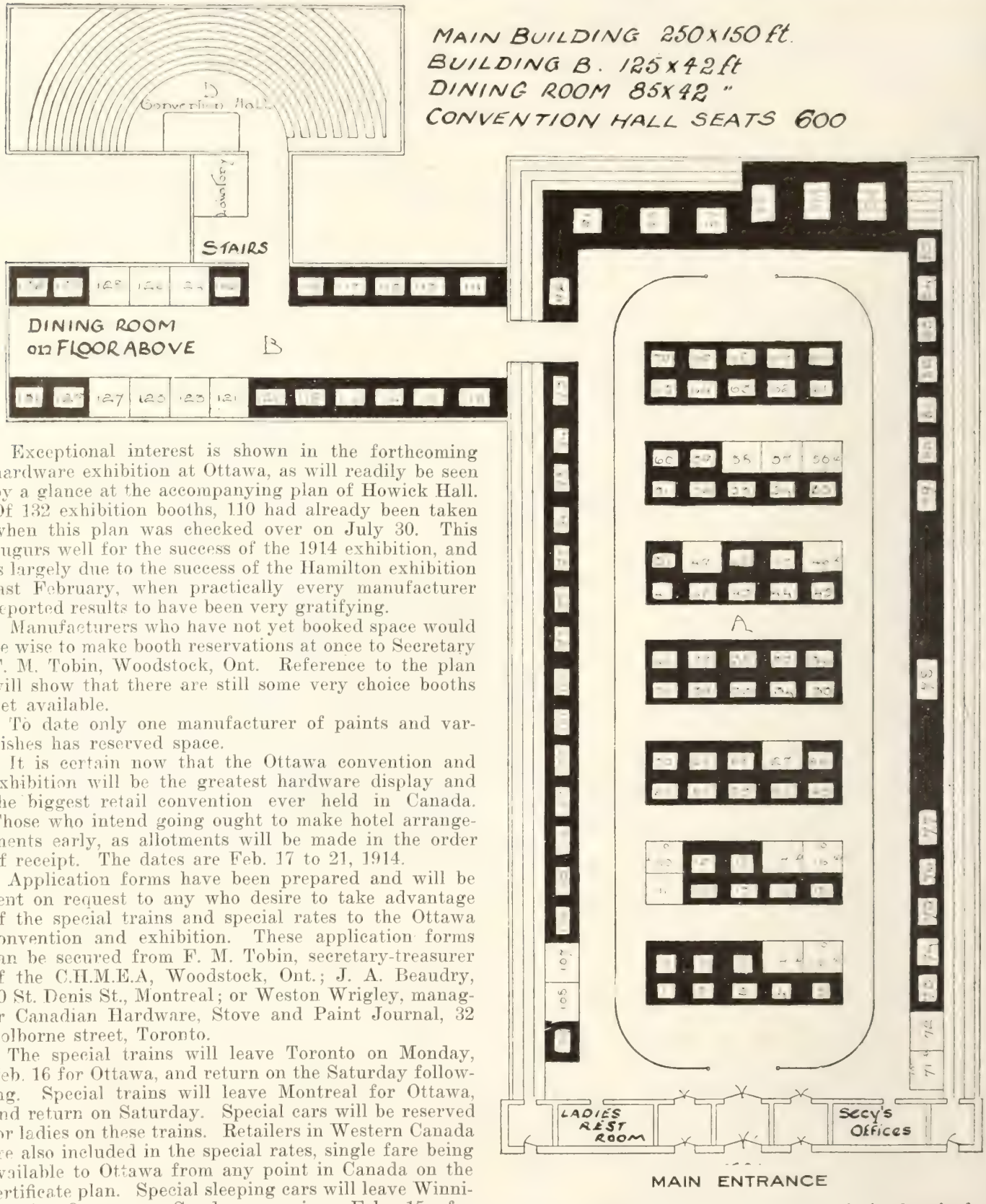


Selling and shipping staffs of Fawcett Hardware, Ltd., Saskatoon, Sask., attending the season's opening ball game and "rooting" for the home team.

The clerks are not only the merchants of to-morrow, but if they are progressive they have acquired information while still working as juniors.

It is not enough for a salesman to have a thorough knowledge of how to sell. He should have a perfect knowledge of the goods as well.

CANADIAN HARDWARE MANUFACTURERS' EXHIBITION



Exceptional interest is shown in the forthcoming hardware exhibition at Ottawa, as will readily be seen by a glance at the accompanying plan of Howick Hall. Of 132 exhibition booths, 110 had already been taken when this plan was checked over on July 30. This augurs well for the success of the 1914 exhibition, and is largely due to the success of the Hamilton exhibition last February, when practically every manufacturer reported results to have been very gratifying.

Manufacturers who have not yet booked space would be wise to make booth reservations at once to Secretary F. M. Tobin, Woodstock, Ont. Reference to the plan will show that there are still some very choice booths yet available.

To date only one manufacturer of paints and varnishes has reserved space.

It is certain now that the Ottawa convention and exhibition will be the greatest hardware display and the biggest retail convention ever held in Canada. Those who intend going ought to make hotel arrangements early, as allotments will be made in the order of receipt. The dates are Feb. 17 to 21, 1914.

Application forms have been prepared and will be sent on request to any who desire to take advantage of the special trains and special rates to the Ottawa convention and exhibition. These application forms can be secured from F. M. Tobin, secretary-treasurer of the C.H.M.E.A, Woodstock, Ont.; J. A. Beaudry, 80 St. Denis St., Montreal; or Weston Wrigley, manager Canadian Hardware, Stove and Paint Journal, 32 Colborne street, Toronto.

The special trains will leave Toronto on Monday, Feb. 16 for Ottawa, and return on the Saturday following. Special trains will leave Montreal for Ottawa, and return on Saturday. Special cars will be reserved for ladies on these trains. Retailers in Western Canada are also included in the special rates, single fare being available to Ottawa from any point in Canada on the certificate plan. Special sleeping cars will leave Winnipeg for Ottawa on Sunday morning, Feb. 15, for Ottawa. Applications for reservations in these cars and at the Ottawa hotels should be made now, subject to cancellation later if desired.

The round trip, Toronto to Ottawa and return—including five days' room at either Chateau Laurier or New Russell, is $12.70. From Montreal to Ottawa and return, including the same hotel hotel accommodation, the rate is $8.45. From other points it is the single fare rate to Ottawa plus $5.

A program has been outlined for the entertainment of hardware trade guests and their ladies who visit the exhibition. It is expected the ladies will attend the convention in large numbers, as this is the first time that first-class accommodation and something of special interest has been provided for their entertainment.

Canadian Hardware Manufacturers

Men who are helping to build up the manufacturing industries of Canada.

The success of any business or any organization depends to a great extent on the secretary. He is the man who looks after the details; he is the "works" of the institution. The Canadian Hardware Manufacturers' Exhibitors' Association is no exception to the general rule, so far as the working out of its plans are concerned, so on its secretary depends much of the work in seeing that the machinery is kept running smoothly.



F. M. Tobin.

F. M. Tobin, of the Tobin Arms Mfg. Co., Ltd., Woodstock, Ont., is the secretary-treasurer of the C. H. M. E. A., and the remarkable growth of the Exhibitors' Association, since its organization at Guelph eighteen months ago, is largely due to the fact that Mr. Tobin has been willing to give freely of his time and energy in keeping the hardware manufacturers' interest to the front. Having had greatness thrust upon him in the form of the secretaryship, he is determined to make it the real thing rather than a shoddy counterfeit, an evidence of this being that, already, six months before the exhibition is to be held at Ottawa, about 110 of the 132 booths have been not only allotted, but partly paid for by members of the Exhibitors' Association.

Asked for some data regarding his early connection with the hardware trade, Mr. Tobin put the matter in such original and readable form that it is reproduced herewith without revision:

"My birth place was Ship Harbor, which is a village about 60 miles east of Halifax, Nova Scotia," writes Mr. Tobin. "I have never heard anything else very famous about Ship Harbor, and the house where this important event occured is, or was, still standing when I saw it last, about 48 years ago. Who sold the bill of hardware for this edifice I cannot remember, in fact competition was not so keen in those days, and such items did not appear in the daily press.

"My early life was spent in Halifax, where the hardware stores at the time were very important institutions, for they were the principal outfitters for the shipping trade that was no small feature of the business in the principal port of the Maritime provinces. In fact "ship chandlers" was the usual description given in connection with nearly all hardware dealers there then. I did not break into any hardware stores during that time, although I confess I was anxious to possess a large supply of fish lines, hooks and pocket knives that were in evidence there. I started my business career in the office of Moirs, Limited, or W. & C. Moir & Son, as it was then known at Halifax, who are to-day familiar as manufacturing confectioners. After a few months, the steady attention to office hours began to tell upon me, and I was much surprised to find that the "job" was not as exciting a proposition as it promised when in prospect. To relieve this condition of mind, I decided to see the world, or go to sea, this being, I suppose, a natural thought in the environment of Halifax. I pass over the next four years, except to say that I picked up a job that could not be dropped very readily, and one that furnished some changes that kept it from being monotonous.

"After returning to Halifax, I spent a few years in the gun and sporting goods business, with a well known retail house there. Then to Boston, where a position was secured with a hardware manufacturers' agents concern, N. B. Stevens & Co., who have long since gone out of business, at the death of Mr. Stevens, the senior member.

"In the fall of 1884 I accepted a position with the well known house of A. G. Spalding & Bro., Chicago, and with the exception of a year with one of their depots or distributing houses at Omaha, I remained in Chicago until 1896, when I purchased an interest in one of the gun factories at Norwich, Conn., and there remained until three years ago, when our present company was started in Woodstock.

"My travelling experience has been principally with our good friends, the hardware jobbers, and I am pleased to report after a few years that I am still alive, and retain my maiden name."

Mr. Tobin has admitted his Canadian nativity, but he hasn't said anything about having served in the Canadian navy—not the one on paper, but the original beginnings of a navy established by the Canadian Government a quarter of a century ago.

To make two blades of grass grow where one grew before is considered commendable work, but in Mr. Tobin's manufacturing industry at Woodstock he has gone that one better and is manufacturing two lines of goods in Canada, neither of which was produced here before—Tobin guns and Tobin high speed bits.

In addition to this manufacturing work Mr. Tobin has found time to develop a hobby—planning bigger and better exhibitions for manufacturers of hardware and kindred lines and ways and means for bringing manufacturers and retailers together.

This "get together" feature of the hardware manufacturers' association cannot help but result in benefits to both makers and distributors—manufacturers gaining by hearing suggestions and criticisms from retailers regarding their products, and retailers benefiting by getting an increased knowledge of many new lines being produced as well as by getting a broader outlook as a result of personal contact and friendships created with successful manufacturers.

The Manufacturers' Exhibitors' Association, as an outgrowth of the retail association movement, aims to assist Canadian hardware manufacturers by fostering the manufacture and sale of Canadian-made goods by making Canadian retail hardwaremen better acquainted with the products of home industry. In doing this the manufacturers must, of necessity, give every assistance to their retail customers in helping them to build up an organization which will be a power for good for all in the hardware trade.

Retail hardwaremen should take advantage of the co-operation being extended by the Exhibitors' Association and return the compliment by doing their utmost to make the hardware exhibition, to be held at Ottawa next February, the greatest of its kind ever held on the American continent.

Canadian Hardware Dealers Worth Knowing

W. J. Carter, of Carter Bros., Picton, Ont., is a member of this year's executive committee of the Ontario Retail Hardware and Stove Dealers' Association, and a rattling live wire, too. He is a man who knows the hardware trade from a to z, which is but natural, seeing that he has been connected with the business since he was twelve years old.



W. J. Carter.

When he entered the hardware field he received the munificent sum of $1.50 a week, the current wage for a boy, for the first year, $2 a a week for the second, and $3 a week for the third year. In those early days locks, screws, and all manner of hardware came wrapped in paper, instead of, as now, neatly boxed. Stoves were delivered from the foundries unpolished, and without a particle of nickel on them; the store fronts were guarded with shutters every night, closing up one of the best advertisements (the show window) the store ever had. Then the 24th of May, Dominion Day, Christmas and New Year's, constituted all the holidays; and commercial travellers had no illustrated catalogues, but had to move their heavy trunks from town to town filled with samples.

From those early days to the present the trade has been passing through quite a transition, gradual, it is true, but radical nevertheless when the two extremes are compared, and during all that time Mr. Carter was learning the business and getting the experience that is standing him in such good stead to-day.

He is an enthusiast on the worth of trade associations, and himself has put money into his firm's pocket because of his attendance at the conventions. To illustrate this: The representative of a certain manufacturer approached him while at Hamilton last February to buy a carload of drain tile. There being a manufacturer of cement in his town, conditions have been such that for the last three or four years his firm have not been able to buy by the car, and as it is absolutely necessary to use salt-glazed, vitrified tile wherever plumbing is used they had to buy in smaller quantities. In talking with the representative the thought occurred to Mr. Carter "Why not get our competitor to buy with us." He told the representative he would try and make that arrangement on returning home, with the result that they bought together. Instead of buying at a discount of 60 and 10 per cent. and paying freight and cartage, his firm are now buying at 70 and 5 per cent. delivered f.o.b., Picton, or a difference of $2.30 on every hundred feet of tile sold.

Another illustration to prove the value of attending the exhibition: "Hand-made axe handles are almost impossible to get nowadays," said Mr. Carter. "The Erie Basket Co. had choice ones on exhibit. We bought eight dozen handles from them for immediate delivery, and eight dozen for fall. The hand-made handles we will mark five cents each higher than the turned handles, and we can easily get it, still they will cost no more. Also through swapping ideas that a fellow retailer I was put on to a little machine that will make dollars and dollars for us during the coming year."

In connection with his brother, E. F. Carter, under the firm name of Carter Brothers, Mr. Carter has brought his firm well to the front as one of the most representative retail hardware houses in eastern Ontario, and the success which has been achieved by his firm is due in no small measure to the lessons he learned through association with hardware and other business men, and being broad minded enough to profit by the experiences he went through.

DEVELOPMENT OF CHADWICK BRASS CO.

When nearly a year ago the business of Chadwick Bros. at Hamilton was reorganized, and a number of Toronto and Buffalo capitalists admitted to the company, adding $250,000 to the capital, the name of the concern was changed to the Chadwick Brass Co., Ltd. A new set of officers were elected—F. W. Baillie, Toronto, president, and Henry J. Turner, formerly of Buffalo, vice-president and general manager. The directors included W. M. Currie, Canada Steel Co., Arthur and Fred Chadwick, Hamilton, and A. Pardoe, Toronto.

One of the first moves made by the new officers was the purchase of additional land near the railway on which has since been erected a new building, doubling



H. J. Turner
Vice-president and general manager, Chadwick Brass Company, Hamilton.

in size the old plant. This, of course, necessitated the doubling of the staff also, and now some four hundred hands are employed.

The old concern's business, which was established in 1860, has been growing ever since, and it may be necessary at a no distant date to further enlarge the plant. Sufficient land belonging to the company is available for this purpose, when it is needed to be used. The scope of the company is being extended all the while also, and they are manufacturing all manner of brass and copper goods for home and hotel, electric and gas

fixtures, automobile lamps, and art metal ware generally for all sorts of uses.

Of the officers of the company, the president is a member of the financial firm of Baillie, Wood and Croft. The general manager, Mr. Turner, though coming from Buffalo, is a Canadian, a native of London, Ont. For the twenty-eight years' residence in the American city he was one of its most prominent business men, being an officer of the Manufacturers' Association and also of the Buffalo Chamber of Commerce. He was instrumental in helping clear away many difficulties of both manufacturers and merchants there, especially in relation to the railways. He was tendered a banquet by the business interests of Buffalo before leaving that city. When the directors placed Mr. Turner at the head of the new company, with all this experience back of him, they expected the business to develop. They have not been disappointed. The Chadwick Brass Co. is forging its way to the front, and the directors hope to see it soon in the front rank of the brass making trades of the Dominion.

HARDWARE CONVENTION AT WINNIPEG.

As a result of the recent visits to Western Canada of ex-President Bittues of the Canadian Hardware Manufacturers Association, and Secretary Wrigley of the Ontario Retail Hardware Association, as well as by the constant boosting done by salesmen representing Eastern manufacturing houses, considerable interest is being manifested in the hardware exhibition and convention which it has been suggested be held in Winnipeg during the Industrial Exhibition in July, 1914, or during the bonspiel in February, 1915. Opinion is divided as to which is the better time, low rates being available into Winnipeg from the three prairie provinces during these two events in July and February of each year.

Winnipeg wholesalers and manufacturers will take hold of the proposition and push it aggressively as soon as a definite announcement is made as to the definite date the hardware manufacturers decide upon, and hundreds of retailers from towns and cities on the prairies will take advantage of the event to visit Winnipeg.

Few cities can offer a better exhibition and conven-

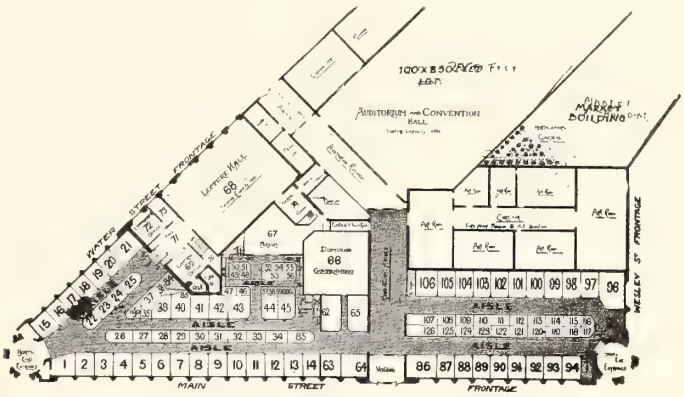


Winnipeg Industrial Bureau, where is held a permanent exhibition of Winnipeg-made goods

tion hall than is available at Winnipeg. A permanent exhibition is held in a large building only one block away from the main business corner, Main and Portage streets, over 100 firms maintaining booths displaying their products. The exhibition is conducted by the Winnipeg Industrial Bureau and is open every day and evening throughout the year, being a remarkably good advertisement of the energy and enterprise of the manufacturers located at Winnipeg.

In the Industrial Bureau building is a large auditorium, 100 x 250 feet, well suited for a hardware exhibition, it being a favorite hall for holding large concerts, having a seating capacity of 4,500. Another hall, seating 400, is used for conventions, while a third hall, seating about 100, is available for smaller meetings. A museum and art gallery is located in the building. The building is steam heated so that it could be used either in the winter or summer.

The accompanying views show exterior and floor plan views of the Industrial Exhibition building, which



Floor plan of Winnipeg Industrial Exhibition Building.

was originally the site of a railway station and now used to advertise the city and encourage visitors to locate there.

Plans have also been prepared for a new armories building at Winnipeg, 315 x 215 feet in size, with a drilling space 238 x 125 feet. Construction work will start this summer on this new building.

CARRIAGE HARDWARE MERGER.

A merging of the businesses of the Gananoque Spring & Axle Co., Ltd., the D. F. Jones Mfg. Co., Ltd., Gananoque, and the Dowsley Spring & Axle Co., Ltd., Chatham, Ont., with the Ontario Steel Products Co., Chatham, has been effected.

LUTHER GRINDERS TO BE MADE IN CANADA.

The continued growth of the Canadian field has necessitated the Luther Grinder Manufacturing Co. of Milwaukee, Wis., opening a branch house in Canada to look after the developing trade in the Dominion. They have chosen Toronto as the site of their headquarters for this country, and are locating there at 126 Wellington street west. This branch is given in charge of S. D. Burroughs, formerly sales manager at the home office. Mr. Burroughs has been with the Luther people for a number of years and is responsible for no small part of his company's growth. For the present the Toronto office will carry a full stock of Luther grinders for the Canadian trade, and will use it also as a base for the salesman working out from that centre. It is the intention of the company, however, to build within a few months' time a branch factory, where will be manufactured and assembled all their goods for the Canadian trade.

STOVE FOUNDERS REORGANIZE.

The stove foundry business of D. J. Barker & Co., Picton, Ont., has been reorganized and in future will be known as D. J. Barker Foundry Co., Ltd. The plant and headquarters will be removed to Brighton. It is understood that W. Brandenberg will be the new manager. A provincial charter has been applied for and granted.

New Season's Stove Designs

Most of the Canadian stove, range and furnace manufacturers are bringing out new patterns or designs in the heating or cooking of goods made by them. None of them are revolutionary, but all of them come under the head of improvements, calculated to give more heat, to do better work, or to economize in the consumption of fuel.

The Enterprise Foundry Co., of Sackville, N.B, have made a number of alterations and improvements in their "Blazer" furnace, in order to keep it right up-to-date. First, they have made the casing perfectly straight, whereas previously it had a smaller lower section, as they found that the trade preferred to have the casing made the same diameter top and bottom.

Next, they have removed the side clean-outs, and have made a new smoke box at the rear, with a large pipe collar and a large clean-out in same. These changes were made after getting the opinions of some of their leading customers, and they find that both these alterations are viewed with approval by the trade. Customers who formerly felt that the "Blazer" was equal to any other furnace on the market now claim that with these improvements it is the "Top Notcher." The company are at work on a booklet illustrating and describing it fully. Regarding other patterns the Enterprise people have concentrated their energies upon minor improvements, looking to greater perfection in detail.

The outstanding additions to The Gurney Foundry line are their No. 1863 series furnace, also their complete new line for natural and artificial gas both for heating and cooking purposes. They have recently published a new stove price list and repair book which undoubtedly will be of great convenience to the trade of Canada in ordering stove repairs. It is probably the most complete repair chart yet put out in Canada.

The Moffat Stove Co., Weston, are placing some new patterns in coal and gas ranges on the market this year, but beyond the general design and combinations there is nothing radically new in connection with them.

The Doherty Mfg. Co., Sarnia, Ont., have brought out a new cast range, plain in design, with removable nickel. It has a raised broiler top, and the firebox linings and grates are easy to remove. The flue constructions are so laid out as to make the four corners of the oven the same temperature, the gases being compelled to spread to each corner of the oven alike.

COCHRAN WRENCHES MADE IN CANADA.

The Cochran Pipe Wrench Mfg. Co., Chicago, have completed arrangements for opening a branch factory at Galt, Ont., where they will make their wrench for the Canadian trade. At present the Cochran Wrench Co. is represented in Canada by Williams & Miller, Calgary; H. E. Johnson, Toronto, and Chas. E. Santo, London.

NEW HACK SAW PLANT IN CANADA.

The Massachusetts Saw Works of Springfield, Mass., are locating a branch factory in Hamilton, Ont., which will be known as the Victor Saw Works, Limited, and where they will make "Victor" hack saws. The Hamilton plant will be operated as an entirely separate industry. They have leased a two-storey building, which will be thoroughly renovated, making it a most efficiently designed and thoroughly equipped saw works. When running at its full capacity this factory will employ about 75 hands, principally skilled mechanics. The president is J. W. McQuillan, formerly connected with the Massachusetts Saw Works in an executive capacity; the vice-president is Harold F. Strout, for some time past the sales manager for the Massachusetts Saw Works, and the secretary-treasurer is E. S. Bradford, Jr., of the same organization.

HARDWARE PICNIC AT VANCOUVER.

The Vancouver, B.C., Retail Hardware Association held their second annual picnic at Cunningham's ranch on the North Arm, on June 17, the forty hardwaremen present making the trip on three launches. A feature of the picnic was a ball game, some of the participants being shown in the accompanying photograph. Standing from left to right are: George Scott (Sheet Metal Products Co.), Gordon Brown, Charles Dietrich (Shurly, Dietrich & Co.), Grant Gunn (J. D. Gunn & Co.), George Moscrip (McTaggart & Moscrip), H. Walton (Gutta Percha Rubber Mfg. Co.), Harry



Some prominent Vancouver hardwaremen at Hardware Association picnic June 17, 1913.

Martin (Martin, Finlayson & Mather), H. H. Welch (British American Paint Co.), and sitting, George Mather (Martin, Finlayson & Mather), J. Eldrich, E. E. Ryan (sales manager McLennan & McFeeley), J. Bryson, Arthur Simmons (Gutta Perch Rubber Mfg. Co.) and George E. McBride.

Vancouver hardwaremen believe in mixing pleasure with business and at their monthly gatherings they usually have a jolly social time before getting down to "wire nails." It is hard to keep an association together on a purely price basis and the friendships created during the social events has helped materially in avoiding disaster on the rocks of price disagreements in the past.

There is a strong feeling in favor of broadening the scope of work of the Vancouver association and paying attention to matters of legislation as well as purely trade matters.

GILLETTE SAFETY RAZORS IN THE ARCTIC.

The Gillette Safety Razor Co. of Canada, Limited, equipped the Steffansson expedition with their standard safety razors. The equipment department of the expedition investigated their worth and stated the Gillette was what they wanted, so purchased twenty-five sets, which have gone into the frozen north with the explorers.

The Hoyt Metal Co. intend to double the capacity of their Toronto plant.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

A. Welch & Son, Toronto, have just off the press their first catalogue and price list of their complete line of hot air furnaces, pipes and fittings, furnace supplies, eave troughs, down pipes, ridge roll, etc., as now made by themselves. A complete catalogue of these goods it is, too, and as stated in the introduction, which is their first bow to the trade, is issued "in the belief that there is a demand for furnace fittings where such can be sold at a price that will appeal to the dealer who installs a great many furnaces, but has not the room to stock goods during the slack season so as to have them ready when the busy season starts."

The Gurney Foundry Co., Ltd., Toronto, have recently published their illustrated stove and range price list and repair catalogue, No. 213, which is a particularly good book for keeping near at hand, just because it deals so fully and systematically with prices and with repairs. The catalogue is devoted especially to coal and wood stoves, ranges and heaters, and of course is fully illustrative of these goods. It deals, too, with the many new inventions that have of late been added to the "Gurney-Oxford" stoves making them "the quality lines." The Gurney-Oxford "economizer," the Gurney-Oxford reversible grate, and the Gurney-Oxford duplex grate are the three most important new features added these stoves and ranges, the first of which controls the fire and means a smaller fuel bill and much less spoiled food; the second, designed for hard coal, admitting a free supply of air, thus allowing of whole consumption of coal; and the third, a specially designed grate for soft coal consumption. All of the features make strong selling talks for the stove dealer in clinching sales. Then there is the dividing flue system, which evenly distributes the heat over the top and down the back of the oven, giving all parts of the oven an even temperature.

The Beach Foundry Co., Ltd., Winchester, Ont., have just published their catalogue No. 14, descriptive of their "Maple Leaf" stoves and ranges It is a comprehensive booklet of 64 pages containing illustrations of their many lines and making special mention of their new goods, which in steel ranges include the "Sun," "Star," "Banner" and "Camp." In metal ranges the "Easy Cook" is a new addition, and in heaters the "Quebec" and "Winchester Oak" are the new ones. A laundry stove has also been added to the Beach Co.'s products. These make up quite a lengthy list of new stoves to be added by any one firm. Besides the descriptions of these goods the catalogue contains some splendid advice regarding directions for setting up and operating their stoves and heaters.

The Winnipeg Ceiling & Roofing Co., Winnipeg, in their new general catalogue No. 15, recently issued, have put out a comprehensive book descriptive of their numerous and varied lines. These include practically all sheet metal building materials which are made in their factory at St. Boniface. Besides the company carries a complete stock of galzanized and black sheets, tinplate, sheet copper, zinc, Canada plates, solder, etc. Copious photographs illustrate the catalogue and give a more intimate idea of the articles described. Portable iron granaries, metal store fronts and fireproof doors are three lines made by them, but possibly the metal ceilings, sidings and roofings in many designs and patterns are the biggest lines made by the company.

The Chadwick Brass Co., Ltd., Hamilton, has just published their new catalogue "A," devoted to art brassware—art metal goods, brass house furnishings, and hotel supplies. It is the first illustrated catalogue of these goods issued by the company and it certainly is up-to-date. The illustrations show designs of the latest type. The manufacturing facilities of the company are practically unlimited, and they pride themselves that their products are made of the highest grade materials and workmanship. The catalogue is gotten up on the loose leaf plan, so that additional designs added to the line may be bound in the one book as quickly as descriptions are printed. Some of the articles described and illustrated include fire sets, fire dogs, fenders and other fireplace goods, jardinieres, fern pots, candlesticks, trays, kettles, bath room fixtures and the hundred and one articles used in hotels. The catalogue is printed in old gold and blac on coated paper, and enclosed in an embossed cover. It will be sent the trade on request.

The Metal Shingle & Siding Co., Ltd., Preston, Ont., (associated with The A. B. Ormsby Co, Ltd.,) have just issued their catalogue No. 60—a splendidly printed and illustrated book of 160 pages. While the catalogue gives a pretty full description of the various manufactured lines, it by no means treats of its subject in an exhaustive manner, and in fact gives only an idea of the different designs in ceilings and sidewalks made by the company. Formerly catering to contractors the company are now pushing their goods through the hardware trade, and are carrying for the benefit of the trade a full stock of their varied products. The ceiling designs—to take only one of the lines made by the company—show an exceedingly large and beautiful range, and the illustrations give a good conception of their beauty, some of them showing in stoves already finished. This ceiling line should be an appealing one for hardwaremen, as the manufacturers will figure the job and submit estimates and samples for the dealer.

ANOTHER PARCELS POST DANGER

Just as Canadian Hardware, Stove & Paint Journal goes to press information is received to the effect that a large mail order house has a tender before Postmaster General Pelletier at Ottawa, offering to supply wire and metal receptacles for holding parcels delivered by parcels post when the new parcels post law comes into force. The boxes, we are informed, are to be stamped with the name of the mail order house.

Secretary Wrigley, of the Ontario Retail Hardware Association, has written to the Postmaster General pointing out the injury the acceptance of such a proposition would do to all classes of retailers and stating that it is inconceivable that the Dominion Government would allow their mail boxes to become a medium for advertising mail order houses.

The establishment of the parcels post system in the United States has already been followed by the addition of a c.o.d. feature and by the increase of the 11-pound limit to 20 pounds, with the consoling information that the limit may be further increased to 100 pounds.

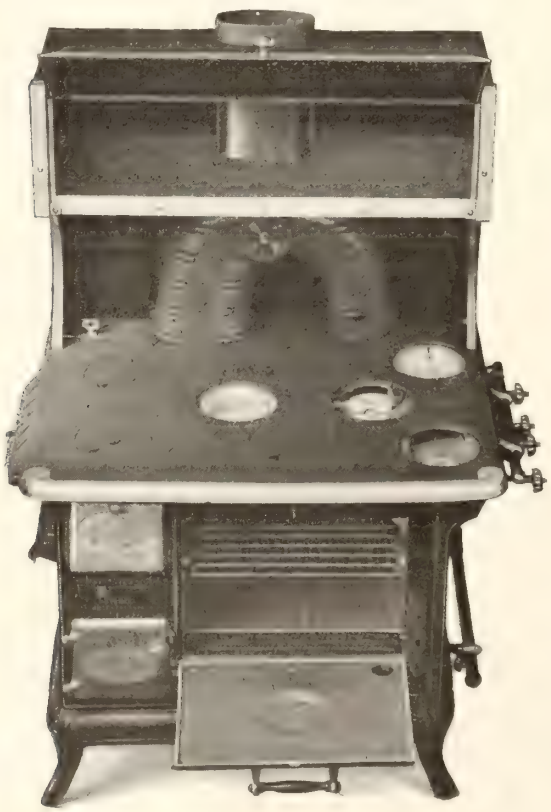
Hardware dealers everywhere should write the Postmaster General and personally interview their local Member of Parliament, insisting that mail order houses be not given any unfair advantage over country and city merchants.

New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The James Stewart Mfg. Co., Ltd., Woodstock, Ont., keep forging ahead with new and attractive additions to their "Good Cheer" lines, one of their latest being a 16-inch oven size of their "Good Cheer" steel range, or, as they term it, "a little sister of the big No. 69-211," their 21-inch oven range. This recent addition, with the 18, 20 and 21-inch oven sizes, completes one of the most artistic appearing lines yet offered to the trade, and the selling force of a display of them in the store is something which the live dealer will be quick to discern.

The "Good Cheer Pennant" two-fuel range is another new production offered by the same company, which will find immediate favor with the dealers in every town where gas is available for cooking purposes. The unique advantage of the "Pennant" is that it is at once both a gas range and a coal range, yet occupies but the space of one stove. As modern kitchens are not, as a rule, overly large, the advantage of having both coal and gas within the compass of but one good-sized range is apparent. The descriptive matter in reference to this range states that the "Pennant" is always available for either gas or coal without moving a burner, and that, in fact, both fuel may be used at the same time if desired. As there is always more or less uncertainty as to the supply of natural gas in extremely cold weather, many people hesitate about discarding the coal range, and as very often the kitchen is too small to accommodate two stoves, the advent of the "Pennant" solves the problem most satisfactorily.



New combination "Good Cheer Pennant" gas and coal range.

The Burrowes Mfg. Co., Toronto, have in their patent dustless rocker ash sifter a contrivance calculated to reduce the coal bill 25 per cent. Its claims are that it is dustless; that it sifts quickly, and is mostly self acting. It is said to be the only sifter on the market with an attached scuttle, double rims and screens, and mounted on rockers. It lays claim to seven reasons why it is most satisfactory: The principle is right; the construction and balance is so perfect that a small boy can operate it; dust cannot escape, because all parts are protected with double rims; the scuttle also fits dust tight and cinders can be dumped from screens to scuttle without dust escaping; the large



Mode of operation of the Burrowes patent dustless rocker.

space for ashes and the vigorous rocking motion both tend to make the ashes spread rapidly and sift freely; the height is convenient, the lid is large for shovel or pan, and being on hinges can be closed quickly; double screens sift twice with one shaking, the finer screen two inches below saving extra fuel. The sifters are made of stout galvanized iron with japanned angle iron rockers. It will sift a barrel of ashes by emptying the scuttle twice.

CHANGES IN PAINT SELLING STAFF.

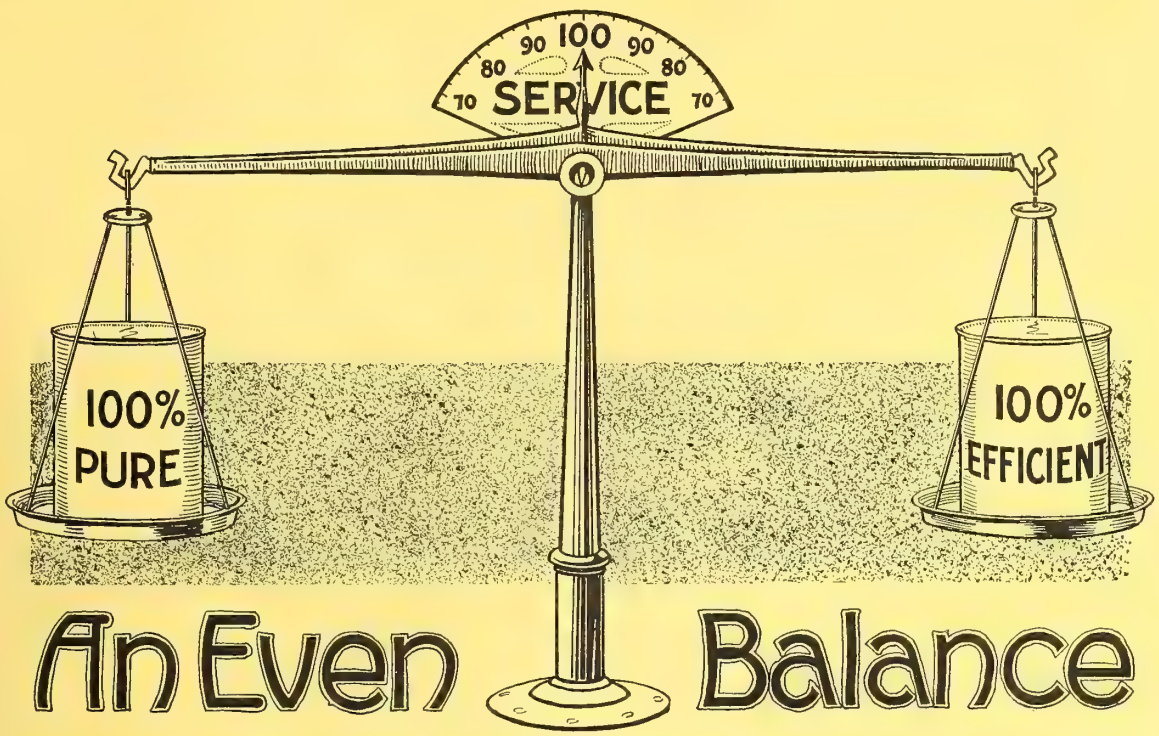
W. W. Howard, Toronto, city representative for Benjamin Moore & Co. for the past two years, has been promoted to look after that company's business in Western Ontario. His successor in Toronto is E. Cecil Roberts, of the builders' hardware department of the Aikenhead Hardware Co., Toronto.

JOINED STANDARD PAINT SALES STAFF.

John Lowrie, formerly Canadian manager of Wm. Harland & Son, and for the past three years travelling salesman for the Ault & Wiborg Company of Toronto, calling on the factories in Western Ontario, has joined the sales staff of the Standard Paint & Varnish Company, Windsor, Ontario. That company has secured the agency for the United States and Canada for twenty years for the Thos. Parsons & Sons English varnishes. Mr. Lowrie will have charge of the selling end in the United States and Canada of these goods, besides looking after several accounts in Canada for the products of the Standard Paint & Varnish Company.

NEW SILVERWARE FACTORY

The Benedict-Proctor Co., silverware manufacturers, Syracuse, N. Y., are opening a plant at Alliston, Ont. They have purchased the Defries-Woodman Co.'s plant and equipment there for $40,000. They have as well a warehouse in Toronto, at 33 Church street.



An Even Balance

A PAINT TO BE 100% EFFICIENT MUST BE 100% PURE. OTHERWISE—*OTHERWISE*

WHEN choosing paint consider the continuous selling advantages of a paint that gives 100% uniform service—consider well the agency value of being able to offer 100% PURE PAINT to pre-convinced buyers.

THERE'S NO ARGUMENT



IT'S THE LINE OF LEAST RESISTANCE

A unique Fall advertising campaign will connect up Martin-Senour Agents with more sales—more profit. If this interests *you*—write your address and ours on a post card and just say "Show me."

The Martin-Senour Company, Limited

Paint and Varnish Makers

Montreal Winnipeg Toronto Halifax Chicago Lincoln

The Right Paint to Paint Right

Always!!

No matter what the paint is to cover, you can always supply your customer with just the right paint to do his painting right. This is an immensely important fact if you want him to bring his repeat orders to you.

Another important feature in being our agent is the one which gives you the direct benefit of our extensive sales organization and national advertising.



A. Ramsay & Son Co.

Montreal

Established 1842

At Your Service

Jamieson's Pure Prepared Paints



Satisfaction—

ab-so-lute-ly

For the Dealer and for the Consumer

If you want a good, sound paint proposition, devote postage and a request for ours

R. C. Jamieson & Co., Limited

Montreal Established 1858 Vancouver



THE MOORE LINE

MOORE'S HOUSE COLORS

are goods any hardware dealer can handle with satisfaction and profit. They combine the qualities of being high grade and moderate priced. Only the best of raw materials go into the manufacture of MOORE products, while the greatest care and skill are employed in the making.

MURESCO leads all wall finishes. That subdued, flat, velvety appearance on walls and ceilings, which is so much admired, can be produced alike by amateur or professional by applying MURESCO. It is profitable to the dealer and economical to the customer.

SANIFLAT is another leader in the MOORE line. It is a perfectly flat drying oil paint and is sanitary and non-poisonous.

Get better acquainted with the complete MOORE LINE at the Toronto Exhibition

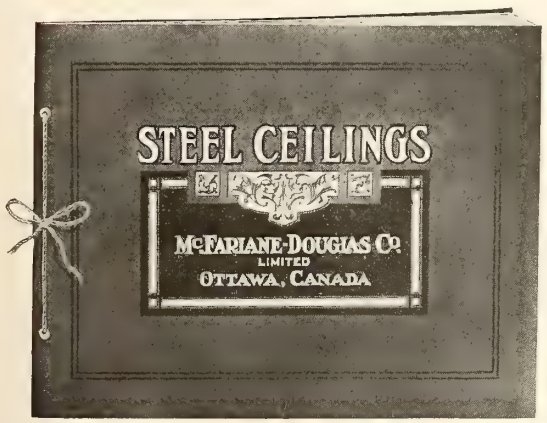
Benjamin Moore & Co., Limited

New York
Chicago
Cleveland

West Toronto

The F. R. Murray Co., Limited, Distributors for British Columbia.

Before You Start on that Ceiling Job



You should obtain the most up-to-date and reliable information. By so doing you are enabled to turn out better work and are thus assured of future contracts.

Get Our New Ceiling Catalogue

It's a practical and invaluable treatise that no progressive Hardwareman or Tinsmith should be without

It contains many attractive designs for all kinds of buildings—churches, schools, theatres, commercial buildings and private residences.

Don't jeopardize future contracts by unnecessary delays—get our catalog and have your information always at hand.

Send for it to-day. It's FREE

McFarlane-Douglas Company, Limited

(MANUFACTURERS)

OTTAWA :: CANADA

The 'Eureka' Vacuum Cleaner



RETAILS FOR ONLY **$45.00**

Weighs only 9 lbs. Runs over the carpet with a smooth, easy movement, requiring little effort from operator.
Current is under control at all times right at end of handle.
Costs less than one cent an hour to operate.
Guaranteed free from all defects.

SELLS ON SIGHT, ALLOWING GOOD PROFITS

Onward Mfg. Co. : BERLIN ONT.

Toronto Retail Store: 423 Yonge Street

Western Distributing Agents:
MONCRIEFF & ENDRESS, Ltd., Scott Block, Winnipeg, Man.

Janus Vacuum Bottles



To Retail at $1.25

And Allow you 50% Profit

All styles and sizes stocked in Winnipeg and Vancouver

Janus for Liquids



Janus Picnic for solids

Write for further particulars

Moncrieff & Endress, Ltd.

Sole Distributors

Winnipeg Vancouver



It Is Always Smooth Sailing

WINDS and the tide are always in favor of the merchant who carries for his commercial cargo Quality goods that are nationally advertised and that he can sell at a good profit. Such a mariner has only to keep the decks clear to be free from anxiety.

For your Paint and Varnish Department the goods that answer this description are JAP-A-LAC, Glidden's Green Label Varnishes, White Enamels, Endurance Wood Stains, Waterproof Flat Wall Finishes and Cement Coatings.

Write us for full information of the Glidden Proposition to the trade. It will show you how to sail before the wind at a pace that will make you show your heels to all smaller craft.

THE Glidden Varnish Co.

TORONTO, CANADA

Factories:—Cleveland, Ohio; Toronto, Canada *Branches:*—New York, Chicago, London,





The Practical Painter knows the quality and value of

SHERWIN-WILLIAMS VARNISHES



How much easier it is to sell an article of established quality and value than one which has yet to gain the confidence of the consumer. The excellence of Sherwin-Williams Varnishes has made them popular with painter and householder alike. Now is the time for you to push these three special varnishes if you wish to make profitable varnish sales this year. Ask us for more particulars.

KOPAL

An all-round general purpose varnish that withstands the sun and weather and gives great satisfaction on interior woodwork subject to scrubbing and cleaning. It dries in 8 to 10 hours, and produces an excellent finish for doors, porches, fronts of stores, boats, carriages, etc. It is made from only the hardest and toughest grade of Kauri Gum, strictly pure linseed oil, turpentine and drier.

Excello

For general inside use Excello has no superior. It has a brilliant and permanent lustre that makes it particularly suitable for wainscoting, inside doors, etc. It is pale in color, very transparent, and gives splendid satisfaction on the finest and most delicate grained woods. It is superior to any hard oil finish. It flows evenly and freely, and dries in six hours, and is hard in eighteen hours.

MAR-NOT
REGISTERED

The varnish made to be walked on. It is tough and elastic, and will resist the hard wear on floors. It produces a hard and durable surface, which will take a beautiful rubbed effect, and which is not easily mar red or scratched. It dries dust free in six hours, and can be walked on in twenty-four to thirty-six hours. It is suitable for linoleum, oilcloth, etc. Mar-not works well and flows out evenly under the brush. There is not a better floor varnish on the market than Mar-not.

THE SHERWIN-WILLIAMS CO.
of Canada, Limited

PAINT, VARNISH & COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.
OFFICES & WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, CALGARY, VANCOUVER, LONDON, ENG.

Canadian Trade News

Henry Boettger, tinsmith, Rosthern, Sask., sustained a loss by fire recently.

The Premier Mica, Ltd. Toronto, has been incorporated. Capital, $50,000.

H. R. Smith, of H. R. Smith & Co., hardware men, Minitonas, Man., is dead.

Walter S. McPhee, of McPhee & Morrison, Courtenay, B.C., died recently.

The Canadian Oil Fuel Co., Toronto, have obtained a charter. Capital, $10,000.

A. W. Humphries has become manager of the C. T. Laird Hardware Co., Regina.

The American Can Co. will erect a branch factory to cost $80,000 at Vancouver.

Walter Dorken, of Dorken Bros., Montreal, is on a three-months' trip to the old country.

The Great Northern Harness Co. propose to erect a large harness factory at Edmonton.

Construction work has been begun on the Kootenay Explosives Co.'s plant at Granite, B.C.

The Fife Wholesale Hardware Co. will erect a large modern office and warehouse building at Ft. William.

J. S. N. Dougall, president of the Dougall Varnish Co., Montreal, is at present on a business trip through the West.

The Northwest Brass Co., Ltd., operating several factories in the United States, will establish a plant at Calgary.

The Doherty Mfg. Co, Sarnia, Ont., have completed the addition to their stove plant, and are now occupying the new premises.

The barn of Joseph Henderson, hardware dealer at Niagara Falls, was destroyed by fire recently, and two valuable horses perished.

Burglars at Goderich entered C. C. Lee's hardware store recently and stole some revolvers and knives.

W. H. McIntyre, Appleton, Wis., has purchased the Dobbie foundry at Thorold, Ont., and will operate it with on increased capacity.

Chas. McLean, of McComb & McLean, hardware dealers, Lucan, Ont., was married recently to Miss Helen Murray of the same town.

Soren Bros., tinware manufacturers, are moving from their present location at Niagara and King streets, to Queen and Brock streets, Toronto.

Mr. McKenzie, buyer for Hunter Bros., Rossland, B.C., is taking a holiday trip to Scotland to see his mother, after an absence of 23 years.

The Buffalo Forge Co. will locate their Canadian branch at Berlin, Ont., where they have been given a free site. 150 hands will be employed.

D. E. Seymour sales manager of the Canadian Quality Saw and Tool Works, Montreal, is travelling in the West, looking up conditions there.

The British America Paint Co. are erecting a warehouse at Edmonton in which will be carried all the stock for distribution in northern Alberta.

The Stowell Screw Co., Ltd., Montreal, has been incorporated with a capital of $50,000 to make wood and machine screws, wire goods and wire shapes.

James J. Hickey, recently with the Supreme Heating Co., Ltd., Welland, Ont., is now with the Hamilton Stove & Heater Co. in charge of their moulding shop at Hamilton.

The Kingston-Smith Arms Co. are taking over new quarters at Winnipeg and remodelling the premises with the intention of making them among the finest on the continent.

Wm. Starke, of Starke-Seybold, Ltd., Montreal, has gone to Europe for a holiday. J. P. Seybold, manager of the Independent Cordage Co., Montreal, with his wife, are also touring Europe.

The International Steel Corporation, Ltd., Toronto, capitalized at $100,000, has been incorporated to manufacture iron, steel and other metal products, as well as make paints, oils and varnishes.

Oxygenated Stove and Heater Co., Ltd., Toronto, has obtained an Ontario charter. Capital, $350,000. To make and sell stoves and heaters. Provisional directors, J. B. Burdick A. W. Craig, T. E. Dunn.

BUSINESS CHANGES

Manitoba

Winnipeg.—Lennox Hardware Co., (Estate) stock sold by auction.

Morden.—Connor & Livingstone, hardware, succeeded by Jas. Connor & Co.

Moorepark.—Leslie Bros. & Porter, general merchants, sold hardware stock to Jos. Potvin.

Saskatchewan

Prussia.—H. Quitterbaum, hardware, commenced.

Asquith.—Picketts & McGinn, hardware, commenced.

Welwyn.—L. A. Leavins, hardware, sold to Garnett Wells.

Southey.—J. R. Blough, hardware, stock sold to R. J. Wells.

Kamsack.—W. M. Carment, hardware and lumber, sold business.

Osler.—J. J. Heinrichs, hardware, succeeded by Campbell & Wilson.

Star City.—F. H. Sandford, hardware, granted extension until February, 1914.

Colgate.—Saunders & Lamont, hardware and implements, sold to Mundy & Fox.

Regina.—R. H. Williams & Son, enlarging, and putting in full line of hardware, stoves and tinware.

Alberta

Edmonton.—Delton Hardware Co., commenced.

Edmonton.—Stewart Hardware Co., commencing.

Medicine Hat.—Pettet Bell Hardware Co., commenced.

Warner.—D. Marshall, hardware, sold to J. P. Whitty.

Calgary.—Queen Quality Oil Co., succeeded by McDonnel & Robertson.

British Columbia

Alberin.—W. Hauser, hardware, commenced.

Victoria.—Oak Bay Hardware Co., commencing.

Vancouver.—Bryson Bros., hardware, sold to Kidd & Co.

Victoria.—Shore Hardware Co., sold business to J. C. Dowsett.

Kishpiax Valley.—H. W. Sharp, general store and hardware, commenced.

Vancouver Heights.—F. J. Fitzgerald and J. Roach opened hardware store.

New Michel.—Western Grocery Co. adding hardware and furniture departments.

Courtenay.—C. H. Tarbell, of Cumberland, has opened branch hardware business.

NEW
ERA
BRAND

Flat Wall Coating

is a recognized trade builder. It is easily applied, dries without gloss, and imparts that soft, refined tone so pleasing to the eye.

IS ECONOMICAL

because it covers the largest possible area for paint used.

Used with the greatest success on woodwork as well as walls and may be washed with soap and water when required, to restore to original attractiveness.

There is a big demand for **good** Flat Wall Coating, and a trial of the New Era Brand will soon give you that "profitable conviction" which goes with the sale of **the best.**

Send for color cards and prices

Standard Paint & Varnish Co.
LIMITED
Windsor Ontario

They open up easily and the cutting-edges always meet accurately



Both these points are appreciated by customers. They are due to the *careful fitting* and accurate box-joint construction of

P.S.&W. No. 30 Box-Joints



These as well as other P. S. & W. hand-tools are handled by the following jobbers. They will no doubt order any tool you wish, if they haven't it already in stock. If you find it hard to secure P. S. & W. Tools, write us.

Calgary—I. H. Ashdown Hdwe. Co., Ltd.; Wood, Vallance & Adams, Ltd. **Hamilton**—Wood-Vallance, Ltd. **London**—D. H. Howden & Co., Ltd.; Hobbs Hdwe. Co., Ltd. **Montreal**—Caverhill & Learmont; Frothingham & Workman, Ltd.; L. H. Herberte & Cie, Lte.; Lewis Bros., Ltd. **Saskatoon**—J. H. Ashdown Hdwe. Co., Ltd. **Toronto**—H. S. Howland Sons & Co.; Kennedy Hdwe. Co., Ltd.; Rice, Lewis & Son, Ltd. **Winnipeg**—J. H. Ashdown Hdwe. Co.; Merrick-Anderson Co.; Miller-Morse Hdwe. Co., Ltd.; Wood, Vallance Co., Ltd.

P. S. & W. Hand Tools are identified and guaranteed by "The MARK of the MAKER" shown below.

P. S. & W. Hand Tools are the largest line offered by any one manufacturer.

Send for Hand-Tool catalog 12-B, listing and describing the complete line.

The Peck, Stow & Wilcox Co.
MFRS. of Mechanics' Hand-Tools, Tinsmiths' Machines, Builders' and General Hardware.
Established 1819
Address 28 Murray St., New York, N. Y., U. S. A.



—good profitable trade on a good Shingle Stain.

Shingle Stain is particularly a product that must be high grade if a merchant is to make the line a profitable one.

Anchor Shingle Stains are made from Coal Tar Creosote Oils, Linseed Oil, and Permanent Pigments.

Write for color cards and full information.

BRANDRAM-HENDERSON
LIMITED
Montreal Halifax St. John Toronto Winnipeg

Market Situation

PROSPECT AND REVIEW OF YEAR'S STOVE TRADE

While good business is passing, and is promising, it is questionable if the outlook for the stove trade is as bright as it was a year ago. Prices are firm, with no thought of a reduction, but buying is being done on conservative lines. The tight money market and the poor collection stories coming from out of the West have played their part in putting a damper on active trading, especially in the provinces west of the lakes —a damper that the increased business in the East has not been great enough to offset.

The consequence is that dealers are placing smaller orders, and the likelihood is that they will continue to order in small quantities throughout the season. Stocks in retailers' hands are at a minimum, and, evidently, they mean to keep them down to the lowest possible.

On the other hand, manufacturers' stocks of stoves and ranges in their warehouses in western centres are large; so they are prepared for any active buying should such develop. The whole situation may be summed up, as one manufacturer expressed it—"Business is good, but hardly up to what we expected."

While the stove business in the West is somewhat "off color," accessories in the way of sifters, etc., are, strange to say, quite brisk, and the hot air furnace and register trade is good, both in the east and west.

Despite the slackness at present permeating the business field, it is believed that the year's total trade in stoves will show an increase over last year, though that increase will be slight. Sales during the first four months showed as high for some manufacturers as 30 per cent. above the trade of the corresponding months in 1912.

While western buyers are going carefully in the matter of ordering, there is also to be considered the disposition on the part of the manufacturers to watch and restrict credits carefully as well, they rightly feeling that it is a part of wisdom not to push trade too vigorously at present.

But Canada is a growing country and cannot be kept back, the present restriction acting on trade much as a tonic on a sick man. With good crops this year—and present reports indicate a splendid harvest—there will be a return to normal conditions next year, and the slight recession in trade will be looked upon as a wholesome medicine and give every maker and trader a chance to snug up their business for the good business just ahead.

* * * *

Hardware Markets. The market situation as it affects hardware articles generally is entirely satisfactory. Seasonable lines—that is, summer goods—show a falling off in demand, which is reasonable at this time of year, but the trade up to now has been decidedly heavy. One of the jobbing houses reports an increase of nearly 40 per cent. in business during the first half of 1913 as compared with the same period a year ago.

The outlook for fall is good. Orders might be heavier. It may be the holiday season, or perhaps the money scare that is holding future delivery orders off. The West is not stocking up to any extent, but Ontario and the East are going at a goodly increased rate as compared with last season.

Poultry netting for next year's booking is at 50 and 10 off, a silght decline from the price of last month, but somewhat higher than the first figures quoted a year ago. Other price changes of the month are iron and brass wood screws and copper and nickel ware. Flat-head brights are 85, 10 and 7½; round, 80, 10 and 7½; flat-head brass are 75, 10 and 7½; and round, 70, 10 and 7½. Copper and nickel ware are 40 and 5. The new price of wire nails at Toronto is $2.25 base, a decline of 15 cents. New prices are issued on some sizes of carriage bolts. The changes are slightly higher. Quarter sizes are being eliminated, and half sizes above the 10-inch standard. Canadian-made window bolts and latches show an advance, the 15 per cent. discount being removed and goods sold at list.

Nearly all these changes go to show the strength of the hardware market, which is only very slightly affected by the monetary stringency in the West.

* * * *

Metal Markets. The end of July saw all the metals in a much better position than when the month commenced. There have been, of course, the usual fluctuations—up one week and back the next—especially in the metals which figure on the stock market.

Tin opened with a slump, two declines taking place within a week. Another decline in the second period brought the price in London to the lowest figure there in two years. The third week saw an improvement with higher prices in the primary markets and a decidedly healthier and better tone in America.

Copper, too, in the early days of July declined, but with the advancing month recovered itself, and finished stronger than at the close of June.

Iron and steel has been advancing all along. There does not appear to be any let up at all in the demand, and cancellation of orders is practically unknown.

Lead has declined and advanced, week by week, but at present is in a little better position than for some time past. It is fluctuating between $5.35 and $5.50.

The whole metal market seems good to the Canadian metal men, who appear to have all the business they can handle and express themselves satisfied with what is passing. They have no fear of the future, and the money stringency and the situation in the West is not affecting them.

* * * *

Paints and Oils. Manufacturers and jobbers report splendid sales and orders for paint goods. Besides the present demand, which is better than seasonable, the outlook for fall is especially bright.

Turpentine and oil are steady with a tendency to firmness, and the various paint products are at unchanged quotations.

The report of A. McGill, chief analyst at Ottawa, on the turpentine sold in Canada is interesting, and has been provocative of some discussion during the month. It seems that of 158 samples of turpentine tested 42 of them were adulterated with petroleum. It is asserted that turpentine is an article not made in Canada, and so uncontrolable here; the only way to prevent adulterated turpentine being sold in this country is to stop its importation. Jobbers buy the product for pure turpentine, and they are taken in as much as the users if the product turns out not to be pure.

In Belgium there has been a reduction in the output of window glass. Difficulties have been met with in sales, and the syndicate has arranged for the closing of four furnaces, which will mean a reduction of 12½ per cent. This means that prices will remain at their present level, unless some other contingency arises.

A good general purpose varnish offers the Dealer the biggest opportunity for profitable sales to the householder and painter.

CP SUN VARNISH

For Outside and Inside Use

This varnish gives equal satisfaction for inside and outside use. It is a bright hard varnish made from Copal gum. It gives excellent service on wagons, boats, store-fronts, doors, porch ceilings, and all such exposed surfaces. Inside it is suitable for all woodwork, furniture, bathrooms, etc. It is a splendid varnish and sells for a price which gives the Dealer a good profit and the consumer good value.

CP SUN WATERPROOF FLOOR FINISH

This is a varnish made especially for floors, to withstand the severe conditions which they are subjected to. It flows evenly and dries hard over night—water does not affect or turn it white—and it does not show scratches or heel marks readily. This is a splendid floor varnish which is suitable for use on hard-wood or hard pine or for stained floors. It is sold in half-pints, pints, quarts, half-gallons, and gallons.

CP PAINTS & VARNISHES
STAINS, ENAMELS, COLORS
a finish for every surface
THE CANADA PAINT CO. LTD, MONTREAL, TORONTO, WINNIPEG.

PREVAILING MARKET PRICES.

Toronto, AUGUST 1st, 1913

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 25
Antimony, per lb. 0 11
Brass rods, ½ to 1 inch... 0 23
Sheets, up to 20 gauge.. 0 27
Tubing, 1 inch, base.... 0 26
Copper ingots, casting 0 18½
Sheets, plain, 14 oz. base 0 29
Sheets, tinned, 14 oz. base 0 30
Sheets, plenished, 14 oz. base 0 37
Sheets, braziers 0 29
Bars, round ½ to 2 in... 0 27

Black Sheets, 28 gauge base,
Toronto 3 00
Montreal 2 80

Canada Plates—
Ordinary, 52 sheets, Toronto 3 10
All bright, 52 sheets..... 4 15

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—
22 gauge, per squire 6 75
24 gauge, per square 5 50
26 gauge, per square ....
28 gauge, per square 4 00

Galvanized Sheets.	Fleur de Lis	Queen's Head
16-20 gauge	3 45	3 70
22-24 gauge	3 40	3 75
26 gauge.....	3 80	4 15
28 gauge	4 15	4 35

Case lots 25 cents less.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)..	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black, base, 1 inch..... 4 54
Galvanized. base, 1 inch..... 6 19

Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers 60 and 10; flanged, unions, 70; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.

Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

Toronto

Bar Iron, per 100 lb..... 2 00
Forged iron 2 20
Refined horseshoe iron.. 2 30
Sleigh shoe and mild steel 2 15
Iron finished steel, 2 15 2 25
Fire steel 2 35
High speed steel 0 65

Pig Iron, car lots, f.o.b. Toronto
Canadian foundry, No. 1 21 00
Middlesboro, No. 3 ..... 24 25
Radnor (charcoal) 32 50

Lead, Canadian pig..... 5 00
Imported pig, 100 lb 5 50
Bar pig..... 7 00
Sheets, base, 2½ lb.sq. ft 8 00
Pipe and waste 9 00
Traps and bends ..... 30 p.c.

Solder, half and half, lb., 30

Spelter, foreign, per 100 lb. 7 25

Sheet Zinc 8 25

Tin, ingots, 100 lb..... 53 00

Tin Plates, charcoal—
M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

"Dominion Crown Best"—Retinned.

I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base ..	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.
I C, 14x20 base 4 35

Terne Plates.
I C, 20x28, 112 sheets.. 7 50
I X, Terne Tin 9 00

Charcoal Tin Boiler Plates.
I X X, 14x60, 50 sheet bxs 7 00

Tinned Iron.
72x30 up to 24 gauge, case lots 7 75
72x30 up to 26 gauge, case lots..... 8 50

Scrap Metal, Dealers' Buying Prices—

Heavy Copper and Wire lb.	13
Light copper bottoms ...	11
Heavy red brass	11
Heavy yellow brass	
Light brass	06½
Tea lead	02½
Heavy lead	¾
Scrap zinc	4½
No. 1 wrought iron	8 00
Machinery cast scrap, No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—
Gallon tins..... 1 00 1 10

Chemicals, in casks, per lb.—
Arsenate of lead..... 0 10½
Sulphate of copper (blue Stone)..... 0 06
Litharge, ground 0 09
Litharge, flaked..... 0 10
Green copperas (green vitriol) 0 01
Sugar of Lead 0 09

Colors in Oil—
Venetian red, 1-lb. tins, pure 0 12
Chrome, yellow, pure ... 0 20
Golden ochre, pure 0 13
French ochre, pure 0 12
Chrome green, pure 0 10
French permanent green, pure 0 15
Marine black, 25 lb. irons 0 09
Signwriters' black, pure.. 0 17

Glue, in sheets..... 0 10 0 15
1 lb. packages (Brantford) 0 25

Petroleum—
Can. Prime white, gal. 0 12
U.S. Water white 0 13½
U.S. Pratt's astral 0 15½
Castor oil, per lb., in bbls. 0 08 0 09
Motor Gasoline, single bbls. 0 17½
Benzine, per gal, single bbls. 0 15½

Putty— 1st.
Bulk 100 lb. drums.....3 50
Bladders in barrels.....3 75

Ready Mixed Paints—
Per gallon, qt. tins. 1 65 2 00

Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt.....
Genuine, 100 lb. kegs, per cwt.....

Shingle Stains—
In 5-gallon buckets..... 0 95

Turpentine and Linseed Oil—
Pure Turpentine, single barrels..... 0 62
Linseed Oil, single barrel, raw 0 55
Linseed Oil, single barrel, boiled 0 58

Rosin, "G" grade, bbl. lots, 100 lbs. 3 60

Varnishes, per gal. cans—
Carriage, No. 1 ..... 1 50
Pale durable body 3 50
Finest elastic gearing .. 3 00
Elastic Oak 1 50
Furniture, polishing 2 00
Furniture, extra 1 20
Furniture, extra No. 1 .. 0 95
Light oil finish 1 35
Gold size japan 2 00
Turps brown japan 1 60
Baking black japan 1 35
Crystal Damar 2 50
Pure asphaltum 1 40
Oilcloth 1 50
Lightning dryer 0 85
Stovepipe varnish, ½ pints,, per gross 8 00
Pure white shellac varnish, in barrels 1 75
Pure orange shellac varnish, in barrels 1 70

White Lead ground in oil—
Canadian pure, less than tons. 8 40
Canadian pure, ton lots..... 8 25

White Zinc—
Extra Red Seal, V.M. (dry) 0 07½
Pure, in 25-lb. irons (in oil) 6 10

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90	....	15 00
91 to 95	....	17 50
96 to 100	....	20 50

Toronto, 15 p.c.

Miscellaneous—
Beeswax, per lb. 0 45
Orange mineral, 100 lb. kegs 0 09½
Pine tar, ½ lb. tins, doz. 0 60
Plaster of Paris, bbl. .. 3 00
Paris white, bbls. 0 90
Whiting, gilders, bolted.. 1 00
Whiting, plain 0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05¾

Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.

Forges—
Blacksmith's portable, 135 lbs., ... 9 85

Horse Nails—
$2.80 per box base No. 9 and larger; Samson No. 10 base 2 25

Horseshoes—Iron, light & medium No. 1 and smaller, $3.90; No. 2 and larger, $3.75; snow pattern, No.. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.

Wire Nails, base..... 2 25
Cut nails—Montreal, $2.60; Toronto, $2.85.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.

Annealed Wire, base $2.50

Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.

Clothes Line Wire—No. 19, $2.10 per 100 ft,

Coiled Spring Wire—
High Carbon, No. 9, $2.25; No 12, $2.40, Montreal.

Fine Steel Wire—25 per cent

Galvanized Wire — From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.

Poultry Netting—2-in. mesh, 19 g. g., 50 and 10 p.c.

Smooth Steel Wire—base, $2.35

Wire Fencing, car lots—Toronto
Galvanized, barb 2 25
Galvanized, plain twist .. 2 60

Fence Staples—Bright, $2.60; galvanized, $2.85.

Wire Rope—Galvanized, 1st grade 6 strands, 24 wires, ⅜, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.

Wrought Staples—
Galvanized 2 85
Plain 2 60

Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00

Axes — Single bit, per doz. 6 00 9 00
Samson 9 0
Double bit, per doz. 10 00 12 00
Bench axes 6 75 10 00
Broad axes 22 75 25 00
Hunters' axes . 5 00 6 00
'Boys' axes 5 75 6 50
Lathing hatchets 4 70 10 00
Shingle hatchets. 1 45 6 75
Claw hatchets .. 1 70 5 00
Barrel hatchets . 5 50 6 85

Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.
"Crown" Black Powder, "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs.: net extras as follows: chilled 40c.; buck and seal 80c.; No. 28 ball $1.20 per 100 lbs; bags less than 25 lbs. ½c. per lb. f.o.b. Montreal, Halifax and St. John. f.o.b. Toronto, Hamilton and London, add 25c. per 100 lbs.

Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 50 and 10; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.
Tobin High Speed, 50 and 5; Tobin Never-Choke, 60 and 5.

Barn Door Hangers—
Double strap hangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25

Bolts and Nuts—
Carriage Bolts, common new $1 list.
Carriage Bolts, ⅜ and smaller, 60 and 15 p.c.
Carriage Bolts, 7-16 and up, 55 p.c.
Carriage Bolts, Norway Iron ($3 list), 60 p.c.
Machine Bolts, ⅜ and less, 65 and 5 p.c.
Machine Bolts, 7-16 and up, 55 p.c.
Plough Bolts, 55 and 5 p.c.
Blank Bolts, 57½ p.c.
Bolt Ends, 57½ p.c.
Sleigh Shoe Bolts, ⅜ and 55 and 10 p.c.
Sleigh Shoe Bolts, 7-16 and larger, 50 and 5 p.c.
Coach Screws, new list, 70-10 p.c.
Nuts, square, all sizes, 4¼ c. per lb. off.
Nuts, hexagon, all sizes, 4¼ per lb. off.
Stove rods, per lb., 5 ½c to 6s.
Stove Bolts, 80.

TWO PROFIT PRODUCING SPECIALTIES

REVIVES & RENEWS OLD FURNITURE & WOODWORK



Lacqueret

THE HOUSEHOLD LACQUER

ENDS ALL FLOOR TROUBLES

TRADE ELASTICA MARK

FLOOR FINISH



The one perfect Floor Varnish

INTERNATIONAL VARNISH CO. LIMITED
TORONTO WINNIPEG

BRINGS BIGGER BUSINESS BETTER PROFITS



TORONTO WINNIPEG VANCOUVER
LONDON, ENGLAND

Established in England 1834

ARE YOU SELLING QUALITY and QUANTITY?

By featuring the famous British Brand of

MINERVA

Paints and Paint Specialties

this is assured.

Every can contains the very best that skill, selected materials and untiring care can produce, and FULL IMPERIAL MEASURE.

Ask any "Minerva" Agent what splendid direct selling support we give him

WRITE FOR DETAILS

PINCHIN, JOHNSON & CO. (CANADA), LIMITED.

(U-72)

Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells. No. 1, $1.65.

Building Paper, Etc.—
Tarred slater's paper, per roll 0 70
O.K. paper, No. 1, per roll 0 95
Plain Fibre, No. 1, per 400 ft. roll 0 50
Tarred Fibre, No. 1, per 400 ft. roll 0 62
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll.. 0 40
Resin sized Fibre, per roll 0 42
Asbestos building paper, per 100 lbs. 4 00
Heavy straw, plain & tarred, per ton 87 00
Carpet Felt, per 100 lbs.. 2 60
Tarred wool roofing felt, per 100 lb. 2 00
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 75
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll. 1 15
3 ply complete, per roll. 1 35
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 65, 10 and 5 p.c.

Cement—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe—
2 inch, in 10 ft. lengths.. 3 80
3 " " .. 4 00
4 " " .. 5 28
5 " " .. 7 26
6 " " .. 8 80

Door Knobs—Canadian, 45 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 50 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—
8 in. in 100 ft. lengths.. 2 90
10 " " .. 3 15
12 " " .. 3 68
15 " " .. 5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American, Kearney & Foot, Globe, all 75; Black Diamond and Nicholson 66⅔; Jewett's (English list) 27½ Delta 66⅔.

Hammers—Tack, iron, doz.. 0 85
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 p.c.—
Samson, best quality, 47½ per cent.
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 45 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring)—Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz., $7.00.
Lift Tabular and Hingle Plain, per doz., $5.25.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70
Locks and Keys—Canadian 50 and 19 per cent.

Mallets— Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 8¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—
Sisal rope 0 12
Pure Manilla rope 0 17
"British" Manilla ... 0 13
Cotton, 3-16 inch and larger 0 24
Russia Deep sea 0 16
Jute 0 09½
Lath Yarn, single ....
Lath Yarn, double ... 0 11½
Sisal bed cord, 48 feet, per doz. 0 65
Sisal bed cord, 60 feet, per doz. 0 80
Sisal bed cord, 72 feet, per doz. 0 95

Cotton clothes line, off.
Bag, Russian twine, per lb. 0 27
Wrapping, cotton, 3-ply twine 0 26
Wrapping, cotton 4-ply twine 0 30
Mattress twine, per lb. 0 45
Staging twine, per lb. 0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 90
Mrs. Potts, No. 50, nickle-plated, per set 1 00
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—
Sectional, ½ lb. each, per 100 lbs. 2 5
Solid, 3 to 30 lbs 1 70

Sash Cord—No. 8, per lb. 0 28½

Screws—Wood, F.H., bright and steel .....85 10 and 7½
Wood, R.H., bright 80 10 and 7½
Wood, F.H., brass ..75 10 and 7½
Wood. R.H., brass ..70 10 and 7½
Wood, F.H., bronze 70 10 and 7½
Wood, R.H., bronze 65 10 and 7½
Drive screws .....85 10 and 7½
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 p.c.
No. 3 and 4 grade, 45 per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples—
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes —
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 85
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¾ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent
Plain and retinned, 75 and 12½.

Traps (steel game) — Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jumbo (Star), 50, 10, and 5 per cent.

Wheelbarrows—
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.55 per 100 sq. ft.; in 50-ft. rolls, $1.60 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 and 10 per cent

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16x24, $1; 18x30, $1.15; 18x36, $1.95.
Flat rim enameled sinks 16x24 $2.65; 18x30, $3.10; 18x36, $. 5

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent
Premier steel ware, 60 and10p.c.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pieced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 p.c.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ p.c.

Silverware—Holloware, 40, flatware, 40 and 10.

Churns—No. 0, $9; No. 1, $9; No. 2, $10; No. 3, $11; No. 4, $13; No. 5, $16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

Washing Machines—
New Ontario 41 25
Round, re-acting, per doz. 73 75
Square, re-act. per doz. 77 50
Dowswell 82 50
New Century, Style A..101 25
Ideal Power 180 00
Daisy 78 25
Stephenson 74 00
Puritan Motor 165 00
Connor, improved 52 50
Ottawa 55 00
Connor Ball Bearing....112 50
Connor Gearless Motor Washer 180 00

Wringers—
Royal Canadian, 11 in., doz. 47 75
Eze, 10 in., per doz. .. 46 75
Bicycle, 11 inch 60 50
Trojan, 12 inch 100 00
Challenge, 3 year, 11 inch 58 25
Ottawa, 3 year, 11 inch. 58 25
Favorite, 5 year, 11 inch. 61 75
30 per cent.



Be the Fellow on the Bridge

USE the Bridge to Varnish Sales. Don't try to swim the strong current alone. Be a successful Pratt & Lambert Dealer, for whom the gulf between his store and big varnish sales is spanned by the Bridge of Pratt & Lambert Varnish Selling Co-operation.

What is this co-operation, you ask?

First, real quality varnishes — the world's best known varnishes, for which an even greater demand is continually being created by the largest and most effective magazine, varnish advertising campaign.

Second, the most extensive varnish advertising campaign to painters, through the Pratt & Lambert Painters' Magazine, *Varnish Talks*, which regularly reaches nearly one hundred thousand painters in the United States and Canada. The regular painters' papers also carry Pratt & Lambert advertisements.

Third, a special campaign to *everyone* who is building, through letters and booklets. Pratt & Lambert advertisement also appear in the home building publications.

Fourth, every Pratt & Lambert Dealer is supplied with forceful window and store display features — printed matter — newspaper electros and lantern slides — everything to enable him to cash in on all this advertising, which reaches every conceivable varnish selling channel.

And these are only *some* of the more important details. *You're not getting this kind of varnish selling co-operation unless you're a Pratt & Lambert Dealer. Why not be one?*

Write For Complete Pratt & Lambert Dealers' Proposition Now.

Pratt & Lambert-Inc., 30 Courtwright St., Bridgeburg, Ontario

Pratt & Lambert Varnish Proposition

Quality Sales Profits Repeats...

Factories: Bridgeburg, Ontario New York Buffalo Chicago London Paris Hamburg

BUYER'S DIRECTORY

When writing to advertisers kindly mention the Canadian Hardware Stove and Paint Journal

ALUMINUM WARE.
Northern Aluminum Co., Toronto.
Ware Mfg. Co., Toronto.

AMMUNITION.
Dominion Cartridge Co., Montreal.
Remington U.M.C. Co., Windsor, Ontario.

ASH SIFTERS.
Burrows Mfg. Co., Toronto.
Collins Mfg. Co., Toronto.
Soren Bros., Toronto, Ont.
E. T. Wright Co., Hamilton.

AUGER BITS.
Tobin Arms Mfg. Co., Woodstock, Ont.
Peck Stowe & Wilcox Co., Southington, Conn.

AUTOMOBILE ACCESSORIES.
Canadian Fairbanks, Ltd., Montreal.

AUTOMOBILE LAMPS
Chadwick Brass Co., Hamilton, Ont.

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Allan Hills Edge Tool Co., Galt.

BALE-TIES.
Laidlaw Bale-Tie Co., Hamilton.

BARN DOOR HANGERS.
Canada Steel Goods Co., Hamilton.
Taylor-Forbes Co., Guelph.
Richards, Wilcox, Canadian Co., London.

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Chadwick Brass Co., Hamilton, Ont.
Gendron Mfg. Co., Toronto.

BELTING (COTTON DUCK)
Dominion Belting Co., Hamilton.

BLOWERS.
Canadian Buffalo Forge Co., Montreal.

BOLTS AND NUTS.
Steel Co. of Canada, Hamilton.

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Gurney Foundry Co., Toronto.
Hamilton Stove & Heater Co., Hamilton.
Pease Foundry Co., Toronto.
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E. C. Atkins & Co., Indianapolis, Ind.
Peck, Stowe & Wilcox Co., Southington, Conn.

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Jas. Morrison Brass Mfg. Co., Toronto.
Penberthy Injector Co., Windsor.
Dart Union Co., Toronto.

BRASS WARE
Chadwick Brass Co., Hamilton, Ont.

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Meakins & Sons, Hamilton.
G. F. Stephens & Co., Winnipeg, Manitoba.

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Cowan & Britton, Limited, Gananoque.
Canada Steel Goods Co., Hamilton.
Hamilton Stove & Heater Co., Hamilton.
National Hardware Co., Orillia.
Peck, Stowe & Wilcox Co., Southington, Conn.
Taylor Forbes Co., Guelph.
Taylor & Boggis Fdry. Co., Cleveland, O.
Canadian Yale & Towne Co., St. Catharines.
Smith Hardware Co., Montreal.

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G. F. Stephens & Co., Winnipeg, Manitoba.

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Ontario Lantern & Lamp Co., Hamilton.

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McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.
Thos. Davidson Mfg. Co., Montreal.

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Chicago Flexible Shaft Company, Chicago.

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National Cash Register Co., Toronto.

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National Hardware Co., Orillia.

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Cummer Dowswell Co., Hamilton.
D. Maxwell & Sons, St. Marys.

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B. & S. H. Thompson Co., Montreal.
Chicago Flexible Shaft Co., Chicago

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Western Clock Mfg. Co., La Salle, Ill.

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Stratford Mfg. Co., Stratford.

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D. Maxwell & Sons, St. Marys.
Taylor Forbes Co., Guelph.

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Clare Bros., Preston.

COASTER WAGONS
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Scythes & Co., Toronto.

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Winnipeg Ceiling & Roofing Co., Winnipeg.

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Scythes & Co., Toronto.

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Oneida Community, Ltd., Niagara Falls, Ont.

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H. S. Howland, Sons & Co., Toronto.
Kennedy Hdwe. Co., Toronto.
Lewis Bros., Montreal.
Rice Lewis & Son, Toronto.
Toronto Silver Plate Co., Toronto.

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Taylor Forbes Co., Guelph.
Richards, Wilcox, Canadian Co., London.

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Canadian Buffalo Forge Co., Buffalo.

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Canada Paint Co., Montreal, Que.
Sherwin Williams Co., Montreal Que.
G. F. Stephens & Co., Winnipeg, Manitoba.

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McFarlane-Douglas Co., Ltd., Ottawa, Que.
McClary Mfg. Co., London.
Metal Shingle & Siding Co., Preston.
Sheet Metal Products Co., Toronto.
Winnipeg Ceiling & Roofing Co., Winnipeg

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Peck, Stowe & Wilcox Co., Southington, Conn.

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EMERY POWDER
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Sherwin Williams Co., Montreal, Que.
G. F. Stephens & Co., Winnipeg, Manitoba.

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McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.

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G. & H. Barnett Co., Philadelphia, Pa.

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Enterprise Foundry Co., Sackville, N. B.
James Stewart Mfg. Co., Woodstock.

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Gurney-Tilden Co., Hamilton.
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Pease Foundry Co., Toronto.
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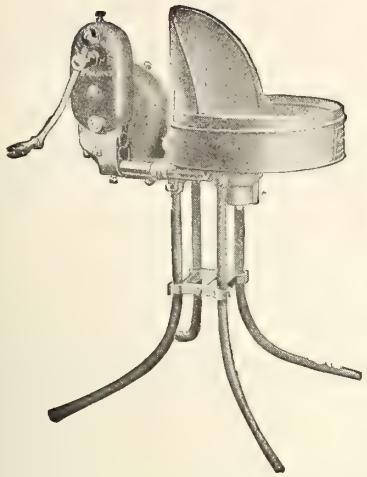
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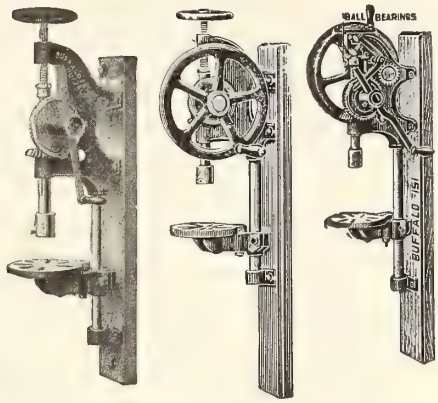


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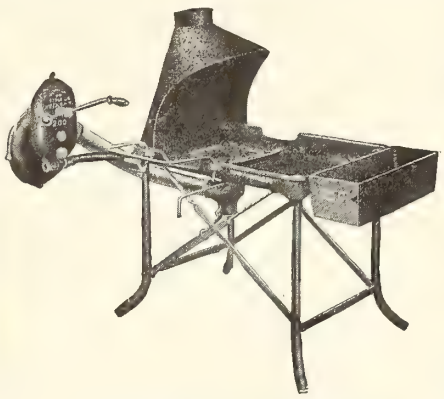
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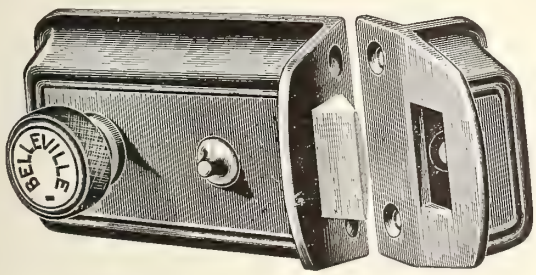
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WANTED—Hardware Salesman of ability, good address and experience to have full charge of outside selling on the road for a large manufacturer in the province of Ontario. Must furnish best of references. Apply at once—Box 134, Canadian Hardware, Stove & Paint Journal, 32 Colborne St., Toronto, Ont. 7-13-2

FOR SALE—Two second-hand eight foot brakes taken in trade on larger brakes. Apply The Steel Bending Brake Works, Ltd., Chatham, Ont. 7-13-2

FOR SALE—Hardware business in excellent territory, on main line C.P.R. between Moose Jaw and Swift Current, stock about $5,000. Can be handled on half cash, balance, four, eight and twelve months. Incompetent management reason of desire to sell. Opportunity good for aggressive party. For particulars write Peart Bros. Hardware Company, Limited, Regina, Sask. 8/13/1

STOCK must be sold at once. A great opportunity. Thirty thousand turnover. Stock about ten thousand. 100% on dollar. Canadian Hardware, Stove and Paint Journal, 32 Colborne St., Toronto. 8/13/1

The PARMENTER BULLOCH CO. Limited

GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street, Toronto **52 Canada Life Building, Montreal**

CONSULT THE BUYERS DIRECTORY

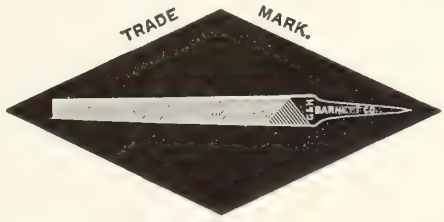
The Buyers Directory of CANADIAN HARDWARE, STOVE AND PAINT JOURNAL contains much valuable information.

Sometimes an advertiser makes several lines—and only ONE line will be represented in his advertisement—but if you will refer to the Directory in most cases you will find just what you are looking for.

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863 INCORPORATED 1895

Twelve Medals of Award at INTERNATIONAL Expositions



Special Grand Prize GOLD MEDAL Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.

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THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

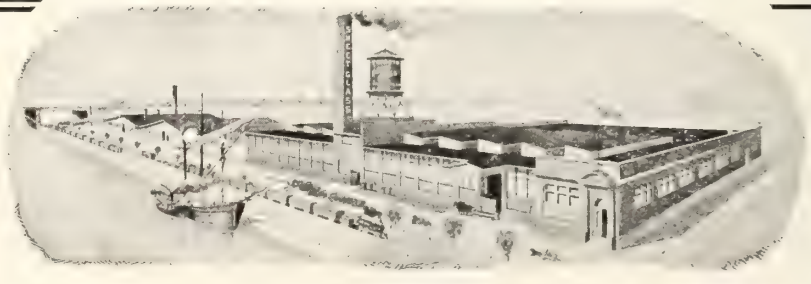
Manufacturers of a Complete Line of
Measuring Tapes and Rules

Our goods have so many commendable features that they have become POPULAR ABOVE ALL COMPETING LINES. Their ACCURACY, their DURABILITY, the very TRADE-NAMES, RELIABLE, CHALLENGE, etc., ARE RECOGNIZED INSTANTLY WHEREVER MEASUREMENTS ARE TAKEN.

OURS ARE THE ONLY MEASURING TAPES AND RULES MADE IN CANADA.
THEY ARE SOLD THROUGH THE JOBBER AND WE PROTECT THE DEALER.

ALL THIS AND MORE
THE TRADE-MARK **LUFKIN** STANDS FOR

RED
S
BRAND
WINDOW
GLASS



GLASS
BENDERS
TO
THE
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror
and Ornamental Glass

TORONTO

The Garland Steel Range

WILL INCREASE YOUR SALES AND GIVE YOU LARGER PROFITS



You can secure the stove business in your locality if you handle this range. Every stove sold gives entire satisfaction to the dealer in generous profits, and to your customer in splendid service. It has distinctive features which appeal to the housewife—your best customer—making sales easy and quick.

DESCRIPTION

Handsome appearance, perfectly plain nickel finish—easy kept clean.

Polished steel body.

Heavy Duplex Grates.

Large Fire Box, well proportioned, specially adapted for either hard or soft coal.

Removable Towel Rail

Large Copper Reservoir (encased).

Key Plate Top, with patent lifting feature

Best possible materials and workmanship.

A quick baker, economical on fuel, and guaranteed to give perfect satisfaction

High Quality and **Low Price** will surprise you.

The agency for this range will put your business beyond competition. Have you got it?

Made in four sizes, 14, 16, 18 and 20 inch ovens

Bowes, Jamieson Limited

MANUFACTURERS OF

"GARLAND" STOVES, RANGES AND FURNACES

ESTABLISHED 1883

Hamilton, Ontario

INCORPORATED 1913

DISTRIBUTORS

Peart Bros Hardware Co.
Regina, Sask.

Race, Hunt & Giddy
Edmonton, Alta.

Reynolds & Jackson
Calgary, Alta.

THE PILOT SUCCESS



SUCCESSFUL EVERYWHERE

Successful among Hardware Dealers because its many quick selling features make for easy sales and good profits.

Successful among users because it cuts fuel bills in two and is thoroughly efficient.

¶ **Has twice the Fire Travel of any other furnace.**

¶ **Large Double Feed Door to permit use of large pieces of coal and wood.**

¶ **Eliminates dust, smoke and gas nuisances.**

Write for attractive booklet giving full description and prices

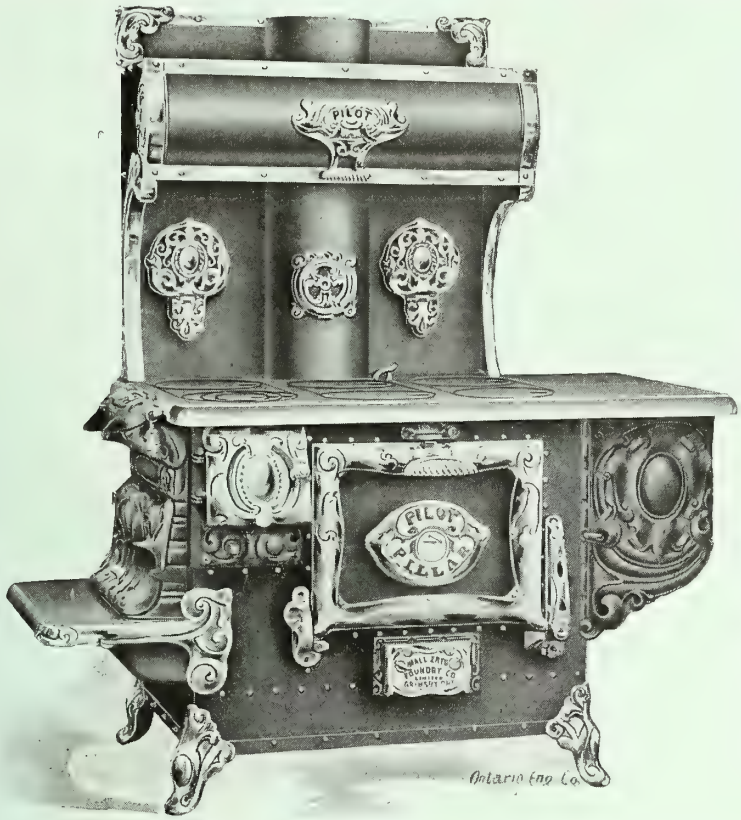
Hall, Zryd Foundry Co., Limited

(Manufacturers of Pilot Stoves, Ranges, and Furnaces)

WINNIPEG BRANCH
288 Princess St.

Hespeler, Ont.

WESTERN AGENCIES
R. Forbes Auld, Calgary
W. E. Sault, Edmonton



THE

PILOT PILLAR

NO Range on the market embraces so many good talking points as the Pilot Pillar. It has been deservedly called 'Canada's Best Domestic Range.'

A few of its many excellent features are

Double Lined Oven Door
Double Shaker
Duplex Grate

The Pilot Pillar has been designed and built with the requirements of the people in full view. All unnecessary adjustments have been eliminated without in any way detracting from its appearance.

It is highly efficient and built to give the most economical results.

Further particulars and prices will be sent upon application

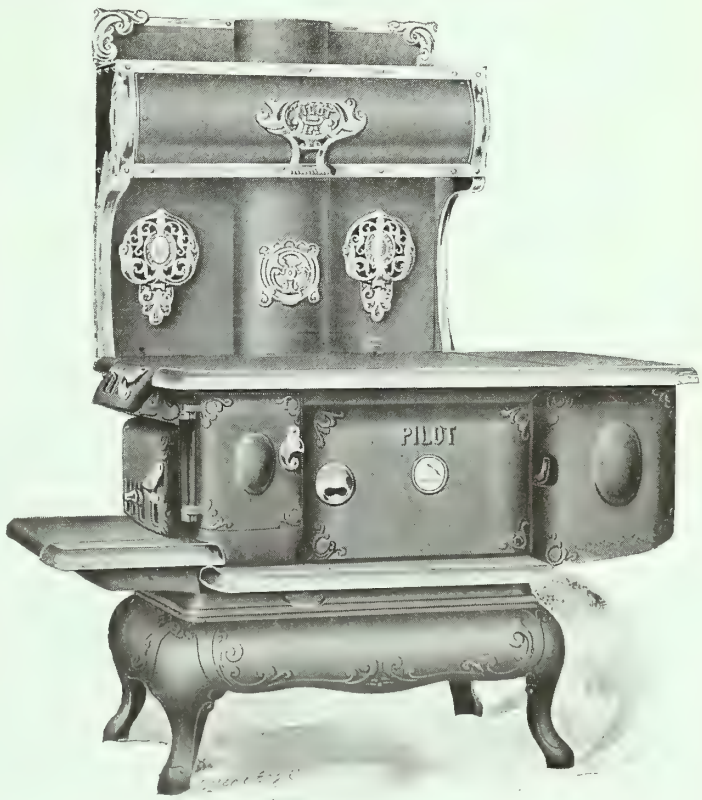
See The Pilot Line Display At The Toronto Exhibition

THE PILOT DREADNAUGHT

IS our newest and latest product. It has been on the market sufficient time, however, to prove its worth and ranks today as one of Canada's foremost Cast Ranges.

It has those trade winning features which make it a profitable investment for the dealer and every user is an enthusiastic, talking advertisement.

Our illustrated booklet deals with our many popular lines. Write for it to-day



The HALL, ZRYD Foundry Co., Limited

HESPELER : ONTARIO

Manufacturers of Pilot Stoves, Ranges and Furnaces

Three Big Facts for Hardware Dealers

You Can do a Larger Business

if you handle tools that please your customers. Tools that give them the feeling of satisfaction which recalls your store to their minds when they need other things.

If a man brings a saw or tool back to you because it has not made good, even though you cheerfully replace it, he will be doubtful regarding everything else in your store. You should handle only such tools that, though they are thoroughly guaranteed, are so well made and so efficient that it will not be necessary for your customers to bring them back. That is the basis upon which **real** satisfaction and bigger business is built.

DISSTON

SAWS—TOOLS—FILES

Quality Guaranteed

have an established reputation for quality. Though backed by a guarantee that has been in effect for many years, the quality of the materials and the expertness of the workmanship entering into their construction is such that a customer does not find it necessary to take advantage of the guarantee. That means satisfaction. It inspires confidence in the dealer, and **all** the goods he sells. It means that the sale of a Disston Saw, Tool, or File will lead to other business, and widen the dealer's influence.

DON'T FAIL TO VISIT OUR SECTION AT THE

Canadian National Exhibition

TORONTO

There we can show you examples of our great line of saws, tools and files. There you can examine them for yourself, and confirm every claim we make.

You will also find it interesting to visit our Toronto factory, which is directly across from the Exhibition grounds.

HENRY DISSTON & SONS

INCORPORATED

Keystone Saw, Tool, Steel and File Works

PHILADELPHIA, U.S.A.

Established 1840



Reg. U.S. Pat. Office

Modern Plumbing Specialties

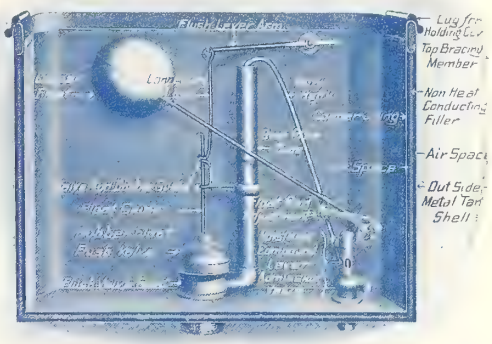


The All White Met-all Low Tank Closet Combination

All of the Plumbing Trade have experienced more or less trouble and annoyance with Wood Tanks and Seats splitting.

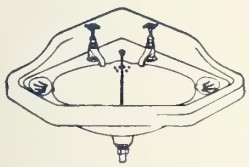
Would you welcome an improved Outfit that is guaranteed to overcome this trouble?

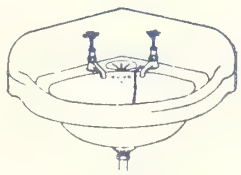
Then try a "Met-all." It is constructed of a strong Metal Shell having a White Polished finish applied by a special process. Guaranteed to permanently maintain its high finish, and not to crack or craze. Tank has a Copper Lining with a non-heat Conducting Filler between Lining and outer casing. This prevents moisture forming on outside of Tank, commonly termed "sweating."



Seat is a nicely finished White Fibrous Substance, strong and durable, impervious to moisture and discoloration, and will not crack or split.

Descriptive Circular and Net Prices upon request

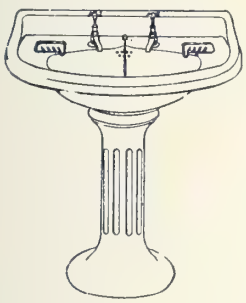


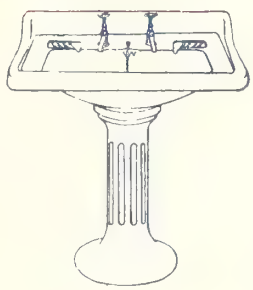


"Victorian" China Lavatories

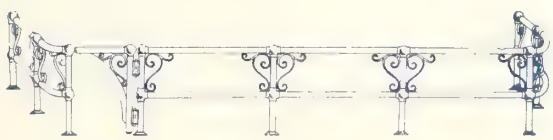
Are up-to-date Fixtures for the modern Bathroom. They're strong and sanitary and always maintain their rich glossy whiteness.

Are suitable for Plain or Tiled Walls.

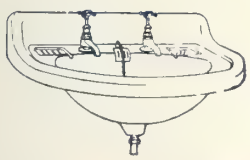


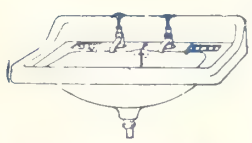


Illustrated Card and Price List sent upon application



We make a full line of Brass Railing work, and solicit enquiries for your requirements in this line.





James Morrison Brass Mfg. Co., Limited

93-97 Adelaide St. West **TORONTO, ONT.**



Just Now, the Ammunition
You Are Most Interested in is Shot Shells

YOU are expecting an active demand for these shells as soon as the gunning season opens up. Your customers are looking forward to using the ammunition, too—and they are watching to see what dealer has *Remington-UMC* to sell; Arrow and Nitro Club (*smokeless*) and New Club (*black powder*).

Remington-UMC, mind you.

There's a good bit more to look for in ammunition than the noise and the kick.

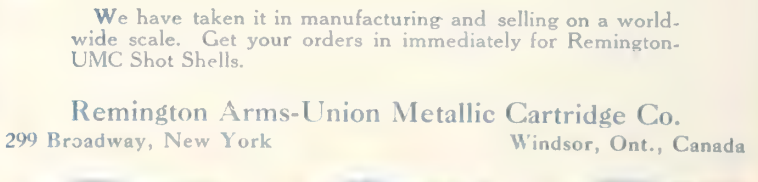
There's a lot to *selling* ammunition beside shoving a box over the counter and taking the customer's money.

Service—reliability—progress—*Remington-UMC*; these are the things that men are looking for, today more than ever.

The way to take the lead in the ammunition business is to *take it.*

We have taken it in manufacturing and selling on a world-wide scale. Get your orders in immediately for Remington-UMC Shot Shells.

Remington Arms-Union Metallic Cartridge Co.
299 Broadway, New York — Windsor, Ont., Canada



ONE DOLLAR YEARLY SEPTEMBER, 1913.

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOL. 5. Published Monthly by The Commercial Press, Limited, 32 Colborne Street, Toronto No. 9.



Clinch Your Range Customers' Interest Quick!

BY beginning your talk:—"Madam, with this one lever you can control the fire so that any oven heat is yours in a few minutes. You don't need to bother with dampers, just shift the Economizer handle to notch one—that means a baking heat, the next notch, a quick fire—another and the fire is damped down for the night. In fact the Economizer shuts down the fire so closely that it will keep going for 36 hours, and there's no coal-gas."

You can grip a lady's interest this way. Ask us for our proposition, including a great advertising campaign based on this Economizer and many other exclusive selling features of the Gurney-Oxford.

Gurney Foundry Company Limited

Toronto Montreal Hamilton Winnipeg Calgary Vancouver

GURNEY-OXFORD

Your Customers are Reading This and Similar Advertisements



The Ever-Present Gillette

Wherever you see men buying razors, in drug, jewelry or hardware stores—wherever you see men shaving, in club or Pullman or home—there you will inevitably find the Gillette Safety Razor purchased and used.

It has won the approval, almost the affection, of busy men whose time it saves—of thrifty men whose cash it saves—of particular men who value a clean, smooth face—of average men who never could shave comfortably with any other razor.

That's why over six million men use the Gillette, and why you can buy Gillette Safety Razors and Blades at practically every good Hardware, Jewelry and Drug Store in this town.

Standard Gillette Sets cost $5.00—Pocket Editions $5.00 to $6.00—Combination Sets $6.50 up. 6 double-edged blades, 50c.—12 Blades (24 shaving edges), in nickel-plated box, $1.00.

GILLETTE SAFETY RAZOR CO. OF CANADA, LIMITED.
Office and Factory—The New Gillette Building, Montreal. 485

THEY are being convinced that the purchase of a Gillette Safety Razor will mean quicker, more comfortable shaving. They are making up their minds to buy. They are figuring on getting a Gillette at the nearest good store—perhaps your own.

Are you taking vigorous steps to co-operate with this advertising, and to make your store stand out from the other good ones as "Gillette Headquarters?" Call on us for any help you need.

Gillette Safety Razor Company of Canada, Limited

OFFICE AND FACTORY: THE NEW GILLETTE BUILDING, MONTREAL

FOR YOUR

Fall and Winter Trade

We name a few lines that will prove profitable to carry in stock, and strongly advise placing your orders with us now, even if limited in size. The advantage of meeting your customers' needs from stock is generally conceded to be great and worth your earnest endeavor to attain. We promise prompt shipment of your orders.

Axes — Mattawa, Black Prince, Wellandvalle Special, Solid Steel, Model, Garrett's Black Diamond, etc., Single Bitted, Crown and Black Prince, Double Bitted.

Axe Handles — Our own brand—**Excello Axe Handles,** best selected northern grown hickory. Try a sample order—they will prove eminently satisfactory. Get our prices now.

Saws — Racer (improved), Maple Leaf, Simonds Crescent Ground, Atkins, etc., in one and two men saws, broad and narrow styles.

Files and Rasps — Heller Bros. Celebrated American Files, Globe. Jowitt's well-known English Files. Full stocks always carried.

CANT HOOKS, PEAVIES, SKIDDING TONGS

Thos. Pinks' Complete Line

Chains — Jones & Lloyd, B.B.B. English Crown Tested Chain, also Proof Chain.

Iron and Steel — Cammel-Laird English Tool Steel, also Black Diamond. We carry heavy stocks ready for immediate shipment.

Horse Shoes, Capewell Horse Shoe Nails, Neverslip Red Tip Calks

EXCELLO ROOFING

The roof that outlasts all others. Broiling sun, heavy rain storms, or winter's blasts have no effect on Excello Roofing. Millions of fe t are in use to-day. Just the thing for the House, Barn, Dairy, Poultry House, Buggy Shed, Corn Crib, Ice House and Garage.

Write for prices to-day. Excello Roofing is not sold by mail order houses.

Don't fail to mail your orders with the full confidence that they will be as carefully looked after as if given personally to our representatives.

Rice Lewis & Son, Limited

Toronto ESTABLISHED 1847 **Ontario**

Canadian Wholesale Hardware Directory

The following firms will be pleased to quote prices, or have their traveling salesman confer, with retail hardware dealers, regarding lines advertised by manufacturers in Canadian Hardware, Stove and Paint Journal.

A. M. Bell & Co., Limited	Halifax, N.S.
Wm. Stairs, Son & Morrow, (Established 1810)	Halifax, N.S.
Emerson & Fisher, Limited	St. John, N.B.
T. McAvity & Sons, Limited	St. John, N.B.
W. H. Thorne & Co., Limited	St. John, N.B.
Caverhill, Learmont & Co.,	Montreal, Que.
Frothingham & Workman, Limited	Montreal, Que.
L. H. Hebert & Cie., Limited	Montreal, Que.
Lewis Bros., Limited	Montreal, Que.
Starke-Seybold, Limited	Montreal, Que.
Wood, Vallance & Co.	Hamilton, Ont.
Hobbs Hardware Co., Limited	London, Ont.
H. S. Howland, Sons & Co., Limited Manufacturers Graham Nails, Samson Brand Farm Tools, Bldg. Paper, Etc.	Toronto, Ont.
Rice Lewis & Son, Limited	Toronto, Ont.
Kennedy Hardware Co., Limited	Toronto, Ont.
James Ashdown Hardware Co., Limited	Winnipeg, Man.
Marshall Wells Co., Limited	Winnipeg, Man.
Merrick-Anderson Co., Inc.	Winnipeg, Man.
Miller-Morse Hardware Co., Limited	Winnipeg, Man.
Wood, Vallance, Limited	Winnipeg, Man.
Peart Bros. Hardware Co., Limited	Regina, Sask.
J. H. Ashdown Hardware Co., Limited	Saskatoon, Sask.
J. H. Ashdown Hardware Co., Limited	Calgary, Alta.
Wood, Vallance & Adams	Calgary, Alta.
Marshall Wells Alberta Co., Limited	Edmonton, Alta.
Revillon Bros., Limited	Edmonton, Alta
McLennan, McFeeley & Co., Limited	Vancouver, B.C.
Wood, Vallance & Leggat , Limited	Vancouver, B.C.

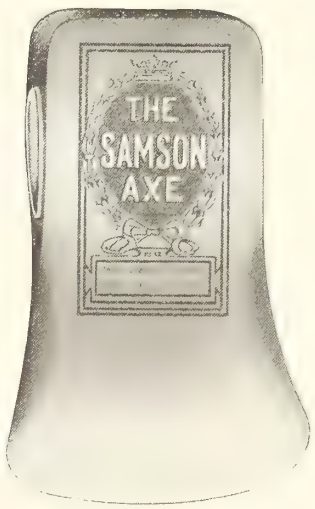


Samson Axes

The main characteristic of Samson Axes is reliability. Made of specially ground and tempered crucible steel, the Samson Axe is made for service and for those who want the best.



Made in light or dark finish, the Samson Axe will satisfy wherever it is used. The brand "Samson" is your guarantee of superior value.



Send Us Your Orders

H. S. HOWLAND, SONS & CO. LIMITED

WHOLESALE HARDWARE

We Ship Promptly **Toronto** **Our Prices are Right**

GRAHAM NAILS ARE THE BEST

WHY NOT CARRY

NICHOLSON-MADE

FILES?

THE service of a file depends on delicately adjusted conditions. The slightest change in a "run" of ordinary steel can greatly reduce the efficiency of a file made from that steel.

When you carry "Nicholson-made" Files or Rasps, you benefit by the buying power of an organization whose customers consume over 1,000,000 files a week. This production allows the use of a private steel, of special formula for file use, in the case of "Nicholson-made" Files.

Each file you sell on your shelves is made from this private steel of unchanging quality—



if the File is "Nicholson-made" in one of the following brands:

American Arcade Globe
Great Western Kearney & Foot

and you **know** in advance that the particular single file you sell a customer will "make good."

But to make assurance double sure and certain, each "Nicholson-made" File (or Rasp) is subject to ten separate inspections during making, is cut on private machines, heat-treated and hardened by private processes, and hand tested on every cutting side.

Each file on your shelf is a "standard" of efficiency. "Nicholson-made" Files, obtainable from all jobbers, give sure and certain service, without extra cost to you or your customer. Carry them.

NICHOLSON

39 **File Company**

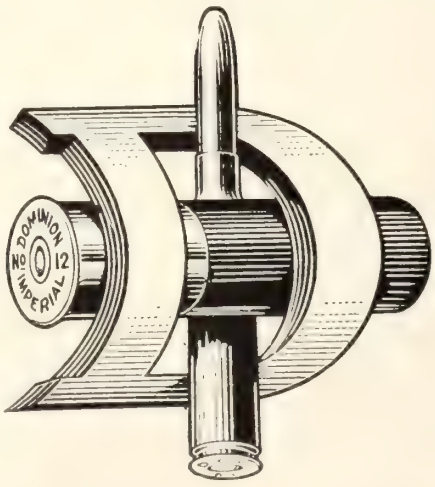
Port Hope, Canada

QUALITY - SERVICE - PRICE

All Found in the Brand Trade Marked

Dominion Quality is known by Canadian Sportsmen

because our selection of raw material, our care in manufacturing and our thorough testing of each cartridge turned out has given them a dependable brand.

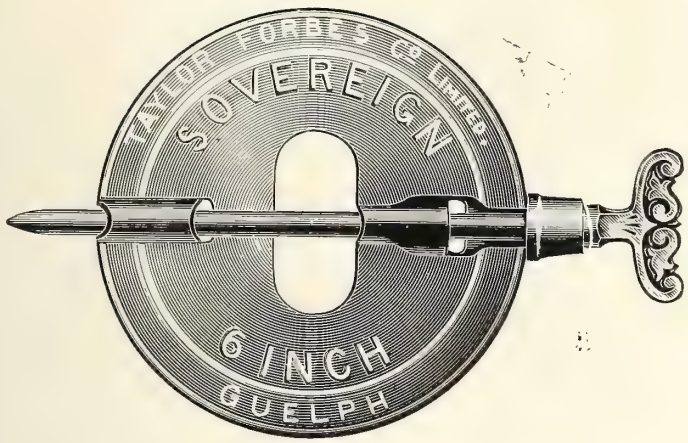


Dominion Service is appreciated by Canadian Dealers

because they know that all jobbers carry complete stocks and give prompt delivery of "fill in" orders.

Dominion Prices Result in Good Profits for Canadian Dealers.

"Made By Taylor-Forbes in Canada" ---Your Assurance of Sales and Profits



'Sovereign' Stove Pipe Dampers will be in great demand this fall and winter. Past seasons have proven their superiority over other makes and the dealer who gets his stock in early is the man who is going to make the biggest sales and profits.

They are made in sizes, 4, 5, 6, 7, and 8 inches with nickeled handles only. Neatly packed in barrels, ranging from 30 to 60 dozen per barrel.

Your Jobber has them or you can get them direct from us.

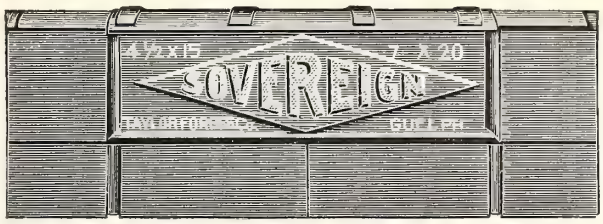
"Sovereign" Extension Firebacks make another line that the hardware dealer can probably push this fall and winter.

And you won't find them hard to push—The name Taylor-Forbes has become as popular with consumers as with dealers and is a recognized guarantee of perfection on any article upon which it is engraved.

"Sovereign" Extension Firebacks are made in all convenient sizes and their advantages over other makes will be cheerfully furnished, upon request.



CLOSED



Neatly packed, half dozen in a case

If You cannot Purchase these lines from Your Jobber—send Us Your Specification.

TAYLOR-FORBES CO., LIMITED

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 53½ Dock St., St. John, N. B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
GUELPH, ONT.

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

Maxwell's "Favorite" Churn

Nearly twenty years of test throughout Canada and many foreign countries have so conclusively proved the superiority of Maxwell's "FAVORITE" Churn that its sales to-day in the Dominion exceed those of all other makes combined.

The barrel is of best imported oak, finished in natural wood with silver aluminum. The roller bearings are exceptionally generous in size, easy running and durable. Frame is of angle iron and bar steel, rigid and almost indestructible.

The combined foot and lever drive illustrated is wonderfully easy, and is our standard equipment. If, however, any of your customers prefer the bow lever, we fit it with a handle adjustable to any position.

Made in eight sizes. No. 0 to No. 8, to churn from ½ to 40 gallons. Larger sizes fitted for belt drive if desired.



Combined Foot and Lever Drive

Write for Illustrated Catalogue to

DAVID MAXWELL & SONS - St. Mary's, Ont.

The Steel Company of Canada, Limited

Hamilton, Ontario

Stove Manufacturers:

Send in your specifications at once for

IRON RIVETS and BURRS **STOVE BOLTS and NUTS** **STOVE RODS**

and be assured of early and prompt delivery

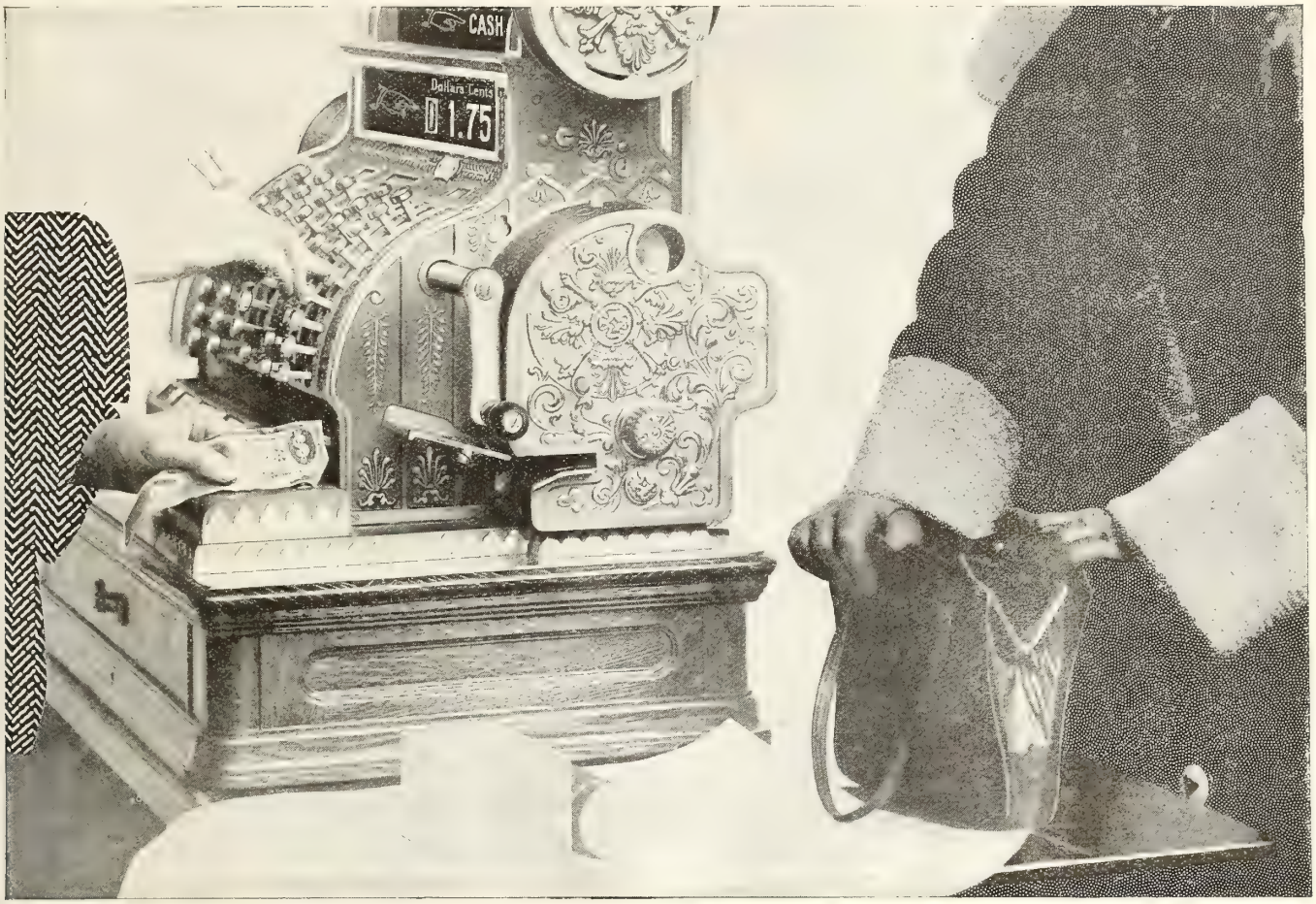
STOVE PINS
MACHINE SCREWS & NUTS
STOVE PIPE WIRE
STOVE SCRAPERS
STOVE PIPE SCREW EYES
COTTER PINS

WHITE LEAD and PUTTY

100 per cent. Pure. Packed in 1, 2, 3, 4, 5 lb. Tins, 12½, 25, 50, 100 lb. Irons 500 lb. Kegs.

District Sales Offices:

HAMILTON MONTREAL TORONTO WINNIPEG
VANCOUVER VICTORIA ST. JOHN HALIFAX



There's a Record in the Register

Before the Customer Gets the Goods

The "Get a Receipt" plan enforces a ***record*** inside the register before the goods are wrapped. The ***receipt*** is wrapped in the parcel and the record ***must*** be made before the receipt is issued.

This record is the clerk's own acknowledgement that he has sold a certain amount of goods and will be responsible for a corresponding sum of money. It is your receipt for the transaction.

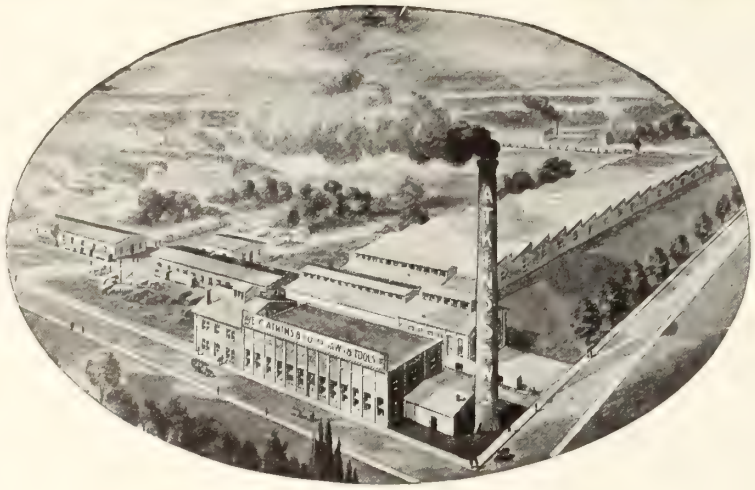
This protects your business, shows you at all times just where you stand, benefits your customers, saves time and increases profits.

Write for information to-day about the National Cash Register that is built for the particular needs of YOUR business.

The National Cash Register Company

285 Yonge Street, Toronto *Canadian Factory:* **Toronto, Canada**

ATKINS STERLING SAWS



Canada's big Saw Factory. Where ATKINS STERLING SAWS are made. We are wide awake. Our methods are progressive. We manufacture Saws which make good and establish confidence with your best trade. We back this up by a progressive sales co-operation that makes the most money.

Why not specialize on ATKINS STERLING SAWS this Spring. Buy from your usual source, but insist on the genuine article with our name on the blade. If you have any difficulty in getting them in this way, write to us direct.

E. C. ATKINS & CO.

Makers of Sterling Saws

Factory: Hamilton, Ont. **Branch: Vancouver, B.C.**

MEMBER OF CANADIAN HARDWARE MANUFACTURERS EXHIBITORS ASSOCIATION

Every Progressive Hardware Dealer Should Stock the "BAYARD" Automatic Pocket Pistol



The "Bayard" 32 cal. pocket pistol is only $4\frac{3}{4}$ in. long, $3\frac{3}{8}$ in. high, $\frac{7}{8}$ in. thick, weighs about 16 ozs. and has an initial velocity of 837 ft. per second; will penetrate 4 inches of pine at 10 yards, and 3 inches of pine at 100 yards. Insist on your jobber supplying you with the "Bayard," or

Write for Descriptive Booklet

McGill Cutlery Co., Reg'd, P. O. Box 580, Montreal, Canada

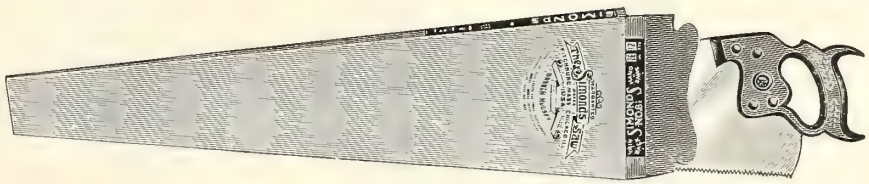
Do You Want to Reach the Retail Hardware Trade?

There's no better method than to use **Canadian Hardware, Stove & Paint Journal** 32 Colborne Street Toronto

SIMONDS SAWS

"I Tell You It's a Great Saw"

Show the Simonds Hand Saw to your Carpenters and explain about the high quality crucible steel of which it is made.



When considering your stock of Cross-Cut Saws figure on the saw that will give you the most profit. That doesn't mean the cheapest saw. That means the saw that will give your customers the greatest amount of satisfa tion. Simonds Crescent Ground Cross-Cut Saws are guaranteed to give satisfaction and cut more than any other brand made. The price is not low but the quality is extremely high and when you sell a Simonds Saw you make a friend. If you would like to have our catalog and discounts on Hand Saws, Crescent Ground Cross-Cut Saws, Hack Saws, Files, etc., just drop us a postcard. Be sure and order Simonds Saws.

Simonds Canada Saw Co., Limited

Factory : Montreal **Branches : St. John, N.B., Vancouver, B.C.**





Quality Counts—

But Counts DOUBLY When Price is Right

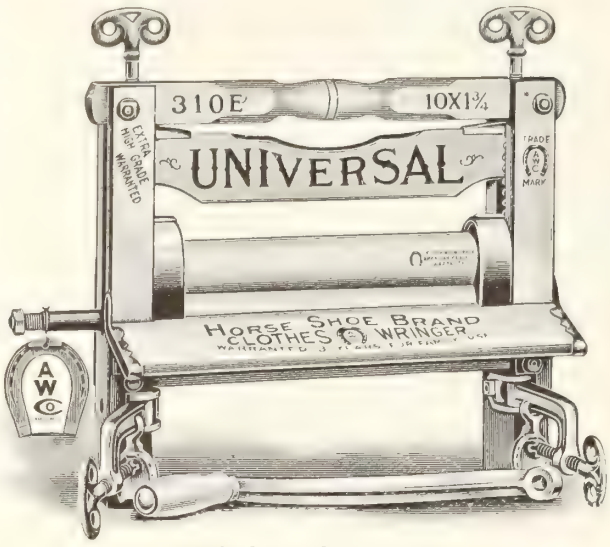
When you can say to your customer, "This bit is the best you can buy and the price is right," you make a satisfactory sale.

Dealers who handle **TOBIN HIGH SPEED BITS** know this. Send an order for them, they are business makers. We will send a sample FREE to any dealer

Tobin Arms Mfg. Co., Ltd., Woodstock, Ontario

NEW LINE

UNIVERSAL CLOTHES WRINGERS



Packed 3 and 6 in a case

Plain Bearings and Steel Ball Bearings

Spiral Pressure Springs Enclosed Cog Wheels

PLAIN BEARINGS

No. 310E - - - - Rolls, 10x1¾ inches
No. 311E - - - - Rolls, 11x1¾ inches

STEEL BALL BEARINGS

No. 317E - - - - Rolls, 10x1¾ inches
No. 318E - - - - Rolls, 11x1¾ inches

SAME STYLE MADE IN FOLDING BENCH.

Send for Catalog (T).

THE AMERICAN WRINGER COMPANY

99 CHAMBERS STREET, NEW YORK, U.S.A.

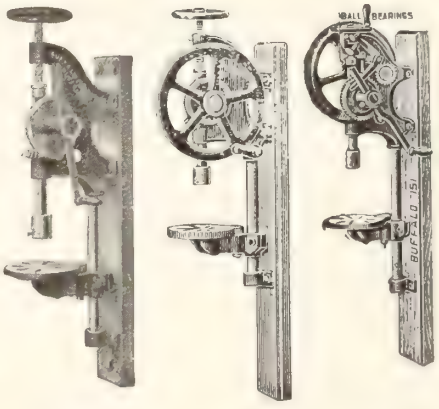


No. 625

The World's Standard Rivet Forge. Has full size 12-inch blower, operated by crank. Will last and do good work years after other forges are worn out.

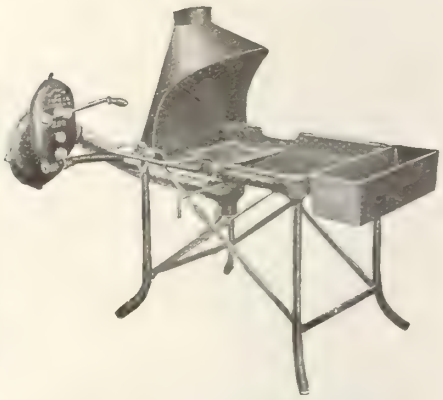
"MADE IN CANADA"

Catalogue No. 144 on request



No. 149 No. 150 No. 151

Buffalo Ball Bearing Post Drills. We make a complete line for Blacksmiths, Horse Shoers, Farmers, etc.



Buffalo Forge No. 650 with the Famous "200 Silent Blower," 1911 model

"Buffalo"

Forges, Blowers, Drills *and* Exhaust Heads

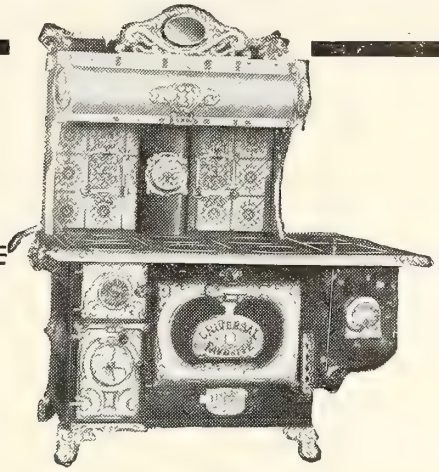
The eyes of every user of blacksmith tools are upon the "Buffalo" line. If you want to travel along the line of least resistance, offer your customer the "Buffalo" forges, drills, blowers, punches, shears and other blacksmith tools. Ask us for catalogue and information which will bring to you trade which may now be passing by your door.

Canadian Buffalo Forge Co., Limited

MONTREAL

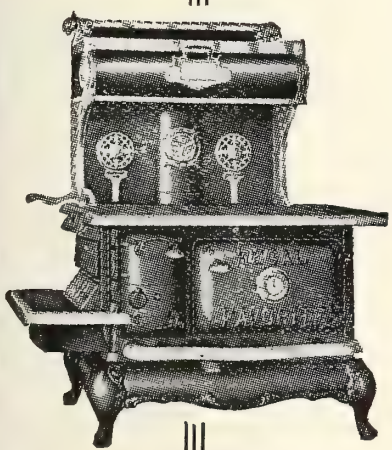


Buffalo Exhaust Head



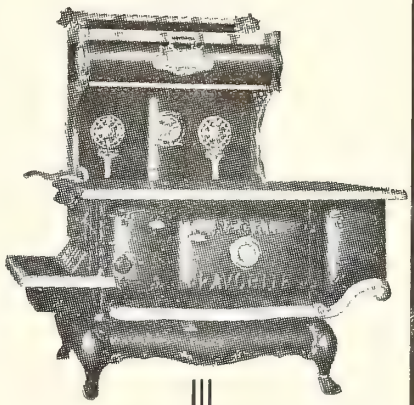
The Best Stove and Range Line for Fall

Is the Findlay Line. No other line embraces so many saleable patterns — no other stoves and ranges contain so many economical and efficient features.



and above all

Findlay Favorite Stoves and Ranges



are not so highly priced as their appearance would suggest. In fact the prices set are as low as those marked on much inferior goods.

Although neat and attractive, they are not burdened with flashy trimmings. Each part or adjustment is there for a purpose and does its work well.

The Favorite line embraces Cast and Steel Ranges of every description, Coal and Wood Cooks, Wood Cooks, Base Burners, Oak Stoves, Hot Blasts and Tortoise, in fact, we make everything in the way of a Heating Stove right down to a box stove.

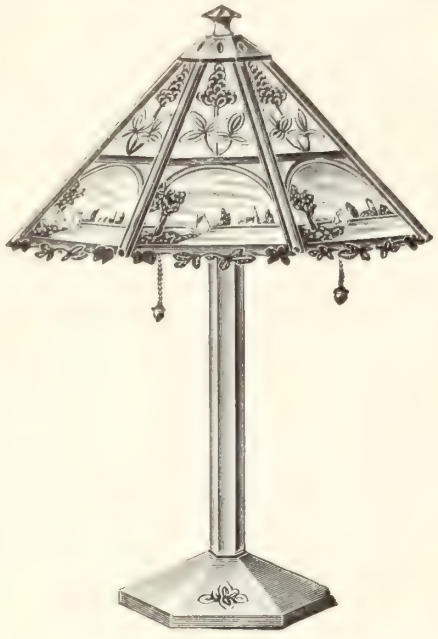
There's a Findlay Favorite for Every Home

FINDLAY BROS. CO., LIMITED

Head Office and Works, CARLETON PLACE, ONT.
Branch House, - - 260 Princess St., WINNIPEG

Wholesale Jobbers for N. Alberta: **REVILLON WHOLESALE LIMITED, Edmonton**

Distributing Agents: **For Southern Alberta, D. V. COPE & CO., Calgary; For British Columbia, GEO. D. HORSMAN, Vancouver**



No. 37258

NOW IS THE TIME TO STOCK

Lighting Fixtures

Our lighting fixture department is producing some very attractive designs in this line, including the latest effects in "direct" and "semi-direct" Fixtures.

We manufacture a complete line of **Electric Table Lamps, High Grade Electric, Gas and Combination Fixtures, Showers, Domes, Wall Brackets, etc.**

Write for prices, etc.



No. 1497

Jas. Morrison Brass Mfg. Co.,

LIMITED

93-97 Adelaide St. West - Toronto, Ont.

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

There's a Good Sale For Them

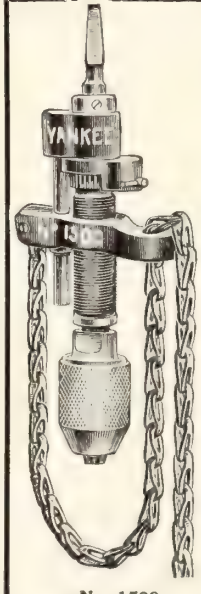
Manufactured solely by

Gutta Percha & Rubber, Limited

Successors to

The Gutta Percha & Rubber Mfg. Co. of Toronto, Limited

TORONTO MONTREAL WINNIPEG
CALGARY VANCOUVER



No. 1500 with 3-Jaw Chuck

No. 500 with 2-Jaw Chuck

Here's a New One

"YANKEE" CHAIN DRILL

With Positive

FRICTION FEED

Adjusts itself automatically to the size Drill Point used, and feeds no faster than it can take. This saves Drill points. The slack in the chain is quickly taken up by the automatic friction movement, and this is reversed for slackening the chain or taking the Drill from the work, giving you the quickest operating and biggest time-saving Chain Drill made. There is no band feed to fool with, and nothing to catch and pinch the fingers. Like all other "Yankees" it is built as substantially as is possible to make it throughout.

Your Jobber Will Supply You

NORTH BROS. MFG. CO.

PHILADELPHIA, PA.

CINCH IT

Now is the time not only to "cinch" your own orders, but to assure yourself of prompt delivery, by ordering from us

Now

You must have many customers who are contemplating putting in furnaces or heating systems and who must make some decision soon.

Don't let the other fellow get these orders. Go after them right now and close them.

WE ARE READY TO HELP YOU

Our travellers go all over the country drumming up business *for you*.

If you have a problem a little out of the ordinary or some prospect you cannot close, drop us a post card immediately and we will have one of our experts go out with you to see this prospect and show the most economical method of installing a heating system.

Remember you make a friend of your customer every time you install a Pease Furnace and Heating System.

Our reputation of over 36 years in the manufacture of Warm Air Furnaces and Heating Systems affords an excellent example of a TRIBUTE TO HONEST MANUFACTURE.

Pease Furnaces are constructed from the best materials only.

"PEASE" FURNACES

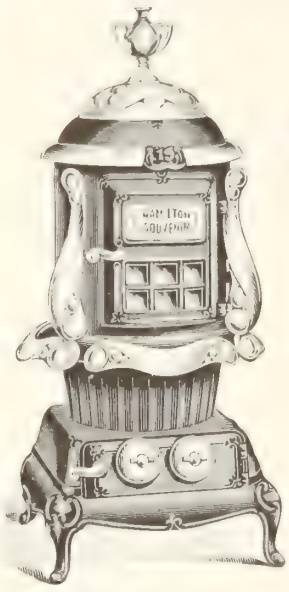
Manufactured by

Pease Foundry Company, Limited

TORONTO

Branches:—WINNIPEG VANCOUVER MONTREAL HAMILTON

Works:—BRAMPTON, ONTARIO



PARLOR DRESS

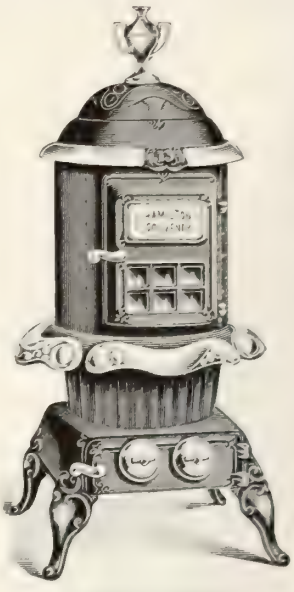
HAMILTON
Souvenir Oak Stove

New Line for 1913

Beautiful Design
Straight Fire-box
Duplex Grate
Check Draft in Back
Mica Door
Removable Nickel
Air-tight Draft
Heavy and Durable

Made in Two Styles and Three Sizes

WRITE FOR PRICES



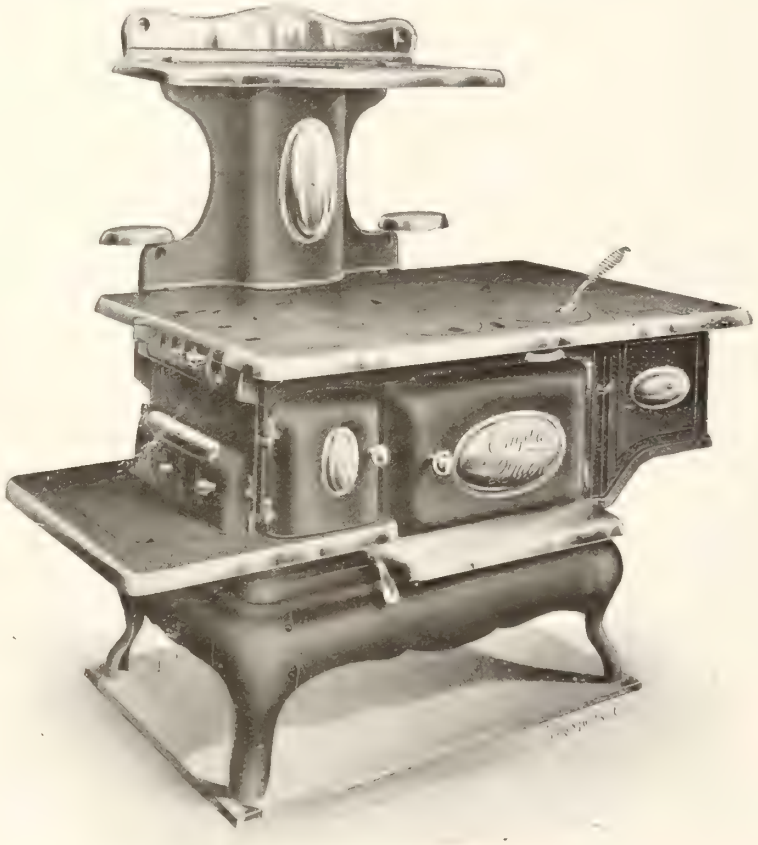
STANDARD DRESS

The Hamilton Stove & Heater Co., Limited

(Successors to Gurney, Tilden & Company, Limited)

HAMILTON, CANADA

Western Agents: TILDEN, GURNEY & CO., LIMITED, Winnipeg, Calgary and Vancouver



A Profitable Fall Season

in the stove, range and furnace business will be yours if you push

The Empire Line

It includes a wide variety of patterns, all built to appeal to the various tastes of your customers and priced to allow you the most generous profits.

The Empire Queen here shown gives you an idea of the saleability of our lines. It has firmly established itself as Canada's premier Cast Range.

Made in four sizes and with the most convenient and economical features.

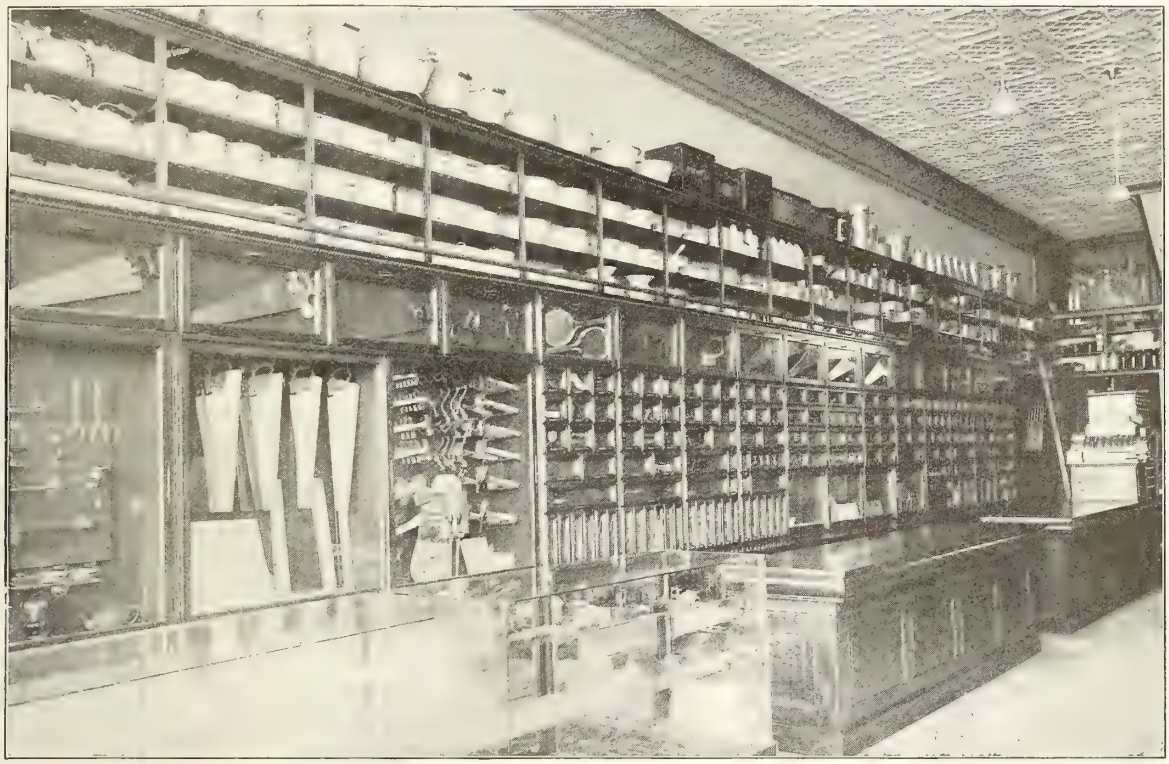
Get a few on your floors and watch them move quickly

Canadian Heating & Ventilating Co., Limited

Owen Sound, Ont.

Vancouver Winnipeg

ATTRACTIVENESS and CONVENIENCE



Are the two striking features of Berlin Hardware Display Cabinets — they are features that will win trade for your store and help you hold it.

Illustration shows Display Cabinet and Shelving supplied by us to E. Alexander & Son, Campbellton, N. B.

Send us dimensions of your store and we will quote prices on similar equipment for you.

WALKER BIN AND STORE FIXTURE CO., Limited, BERLIN, Ont.

THE S.M.P. RAILROAD MILK CANS

8 and 10 gallon cans supplied with either dome or seamless covers as required. 4 and 6 gallon cans have dome covers.



Inside Hoop Pattern

Roll-Rim and Inside Hoop Pattern, Dome or Seamless Covers, with Drop or Stationary Malleable Iron Side Handles.

Prices on Application

Gallons
4 6 8 10



Roll-Rim Pattern

Bodies of 4 and 6 gallon cans made of 22 gauge tinned iron, 8 and 10 gallon cans 18 gauge.

THE SHEET METAL PRODUCTS CO.

OF CANADA SUCCESSORS TO LIMITED

KEMP MANUFACTURING COMPANY

MONTREAL TORONTO WINNIPEG



Duplex Double-Acting Power Pumps

3 to 60 gallons per minute capacity.

Deep Well Power Heads

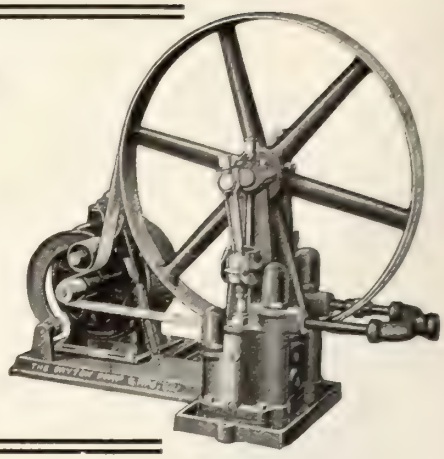
6", 8", and 12 Strokes

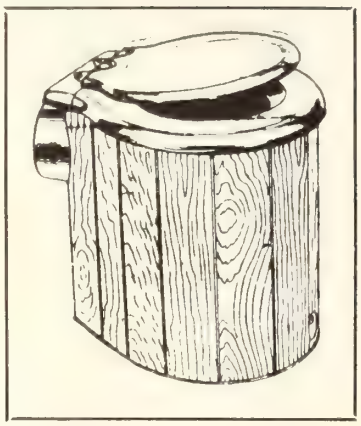
All pump parts are made to gauges, jigs and templates, and are interchangeable. Especially desirable where quiet running and low cost of operation are essential.

DAYTON WATER SYSTEMS

We desire trade arrangements with responsible dealers. Catalog on request.

The Dayton Pump & Mfg. Company, Dayton, Ohio, U.S.A.





Something Different to the Regular Chemical Closet

Kendrick's Aerated Dry Closets

Are healthy, comfortable, durable and economical
The only absolutely odorless dry closets on the market

No waterworks or sewerage required
No offensive burning out
No polluted matter to be carried out

It's an easy paying proposition for you, Mr. Dealer, and worthy of your consideration

Write for attractive booklet giving full description

SUPERIOR SUPPLY CO., Limited

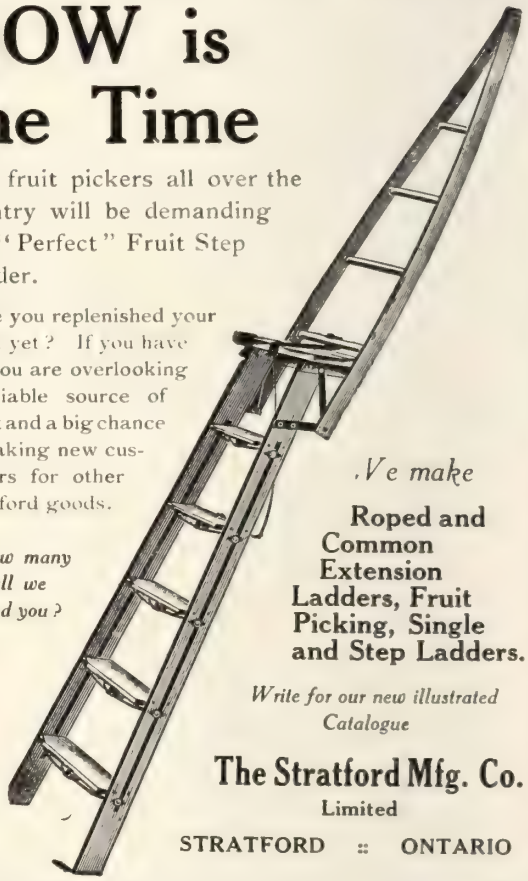
Hagersville - Ontario

NOW is the Time

that fruit pickers all over the country will be demanding the "Perfect" Fruit Step Ladder.

Have you replenished your stock yet? If you have not you are overlooking a reliable source of profit and a big chance of making new customers for other Stratford goods.

How many shall we send you?



We make

Roped and Common Extension Ladders, Fruit Picking, Single and Step Ladders.

Write for our new illustrated Catalogue

The Stratford Mfg. Co.

Limited

STRATFORD :: ONTARIO

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863 INCORPORATED 1895

Twelve Medals of Award at INTERNATIONAL Expositions



Special Grand Prize GOLD MEDAL Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.

"GOOD CHEER"
STEEL RANGES



This, the handsomest Steel Range in Canada, is now **MADE IN FOUR SIZES: 16, 18, 20, and 21 in. ovens**

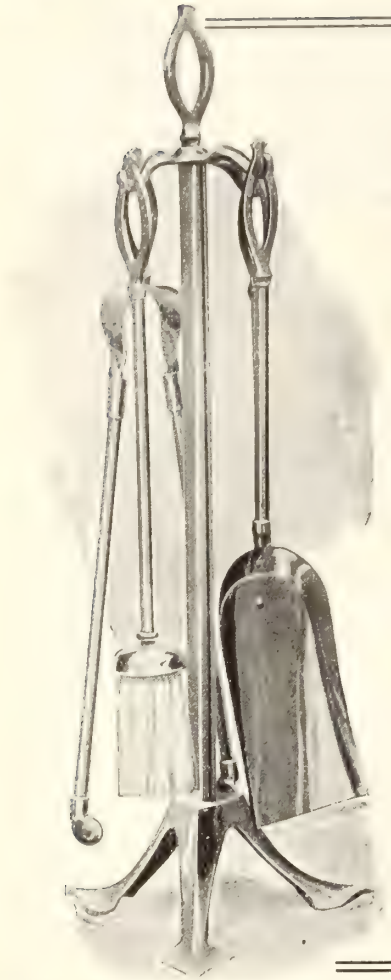
A line of these Ranges will dress up your store beyond anything you can picture, and will create a rapid selling proposition, the assortment of sizes covering all possible requirements.

Just One Range to talk—isn't that alone worth while?

Design Registered

The JAMES STEWART MFG. CO., Limited
WOODSTOCK, ONTARIO

Western Branch 156 Lombard St., Winnipeg



Catalogue Now Ready

If copy has not been mailed you—write for one

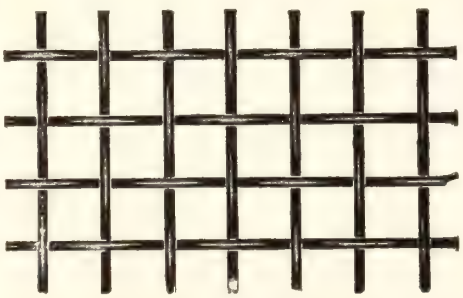
Brass House Furnishings

Fire Sets,—Dogs—Fenders
Cuspidors
Jardinieres—Ferneries
Umbrella Stands—Candlesticks
Tea Kettles
Hotel Supplies
Trays—Smoking Sets
Bath Room Fittings

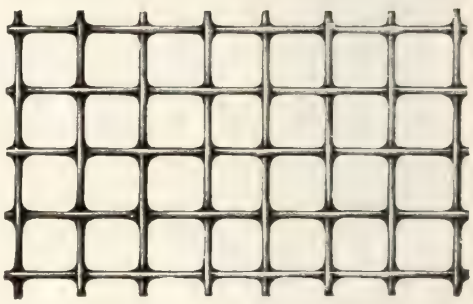
The Chadwick Brass Company, Limited

Hamilton :: Canada

WIRE CLOTH



Sand Screen Cloth
Fanning Mill Cloth
Regalvanized Wire Cloth



Every Description of Wire Cloth and Wire Work

WIRE ROPE **WIRE ROPE FITTINGS**

Manufactured by

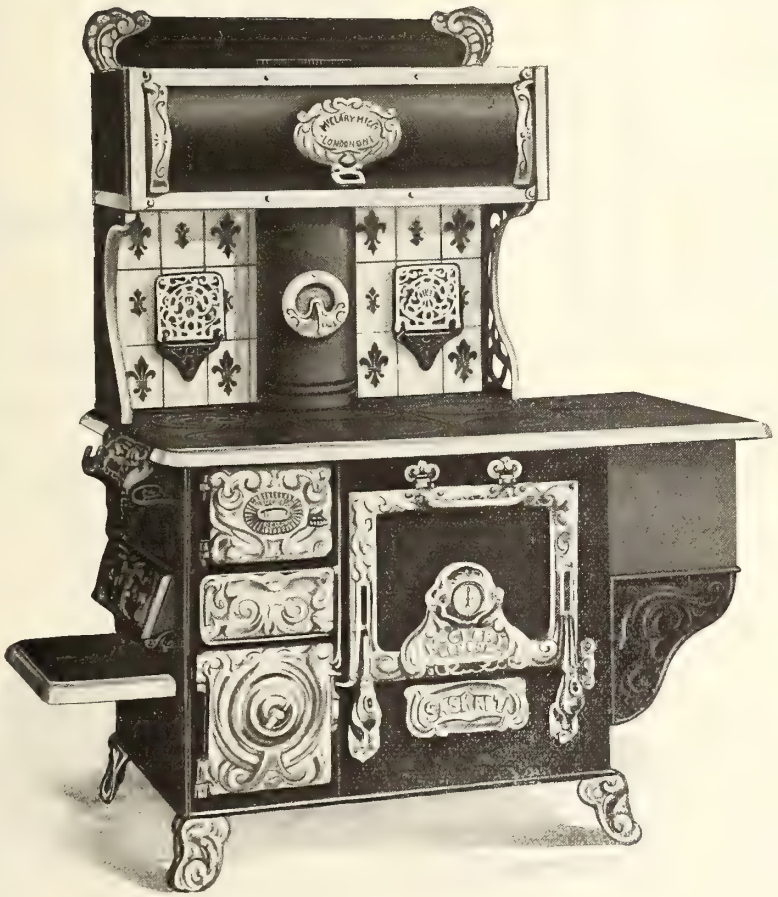
THE B. GREENING WIRE CO., LIMITED

Hamilton, Ont. **Montreal, Que.**

McClary's
SASKALTA STEEL RANGE

means

Highest Quality **Best Workmanship** **Latest Improvements**



No dealer can doubt the quality of McClary's Goods. The unexampled consistence of 65 years of uniform high grade quality inspires **every** dealer with a feeling of absolute assurance when selling the McClary Goods.

Make that '*security feeling*' of your customers the basis of your business—inspire them with a feeling of confidence which always brings quick and sure results.

Write to our nearest branch for more particulars of the Saskalta and get in on the quality line.

McClary's Ship Quick

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Toronto, Montreal, St. John, N.B.
Hamilton

McClary's

Winnipeg
Vancouver, Calgary, Saskatoon
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Sell Consolidated Glass

It allows you a good margin of profit.

It satisfies your customers.

And consequently you get many repeat orders for it.

Not only so, but our terms and prices are right and if you buy from us we'll do our best to co-operate with you and help you get the reputation of selling the best glass in your vicinity.

Write us for particulars today on:
Polished Plate Glass, Mirrors, Window Glass, Cathedral Skylight, Muranese, Florentine, Enamelled, Chipped, Art Glass, Leaded Glass, Wire Glass, Sand Cut Glass.

Address:

The Consolidated Plate Glass Co.
of Canada, Limited

Phone Coll. 8000
Private branch Exchange connecting all departments

241 Spadina Ave.
TORONTO

Black Jack

Sold by all Jobbers

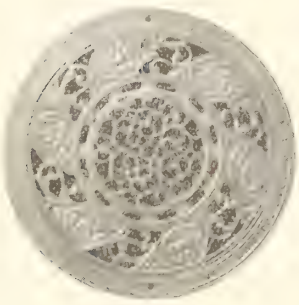


3/4 lb. tins
3 doz. in case

Quick Clean Handy



Ceiling Plate



Floor Plate

REGISTERS

Ideal Registers are noted for their selling qualities. The designs are attractive. The perfect castings and excellent finish keep them sold and bring repeat orders.

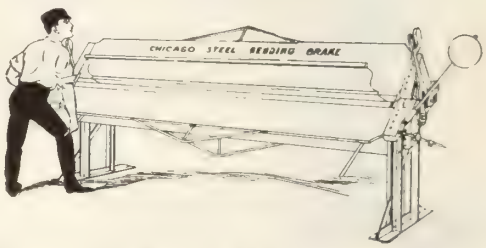
For six and seven inch pipe. All black or black and white finishes.

Look over your stock and write us today for the names of jobbers selling these registers in your territory; also get our booklet showing a large line of stove and furnace trimmings—the kind every dealer uses.

SOME OTHER THINGS WE MAKE

Fireplace Fixtures	Double-Acting Hinges	Door Latches
Waffle Irons	Screen Door Hinges	Saw Vises
Griddles	Mop Sticks	Chest Handles
Meat Broilers	Door Knockers	Foot Scrapers
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Pulleys (all kinds)	Harness and Coat Hooks	Quilt Frame Clamps

STOVER MFG. CO., 732 East St., Freeport, Ill.



Chicago Steel Bending Brakes

WHAT THE USER SAYS COUNTS MOST

Read this letter:

Toronto, July 2, 1913.

The Steel Bending Brake Works, Chatham.

We are very much pleased with the 10-ft. Steel Brake; we find it light to work and have saved the price of same on one skylight job. Yours respectively,
JAMES LYON.

THE STEEL STRAIGHT EDGE

A New Steel Straight Edge

Made in spring steel, with square and bevelled edge. Accuracy guaranteed. Prices 8-ft. $3.00, 10-ft. $4.00. Other lengths proportionately.

Cash discount 5 per cent.

If not satisfactory in 30 days money returned. You keep Straight Edge

The Steel Bending Brake Works
LIMITED
Chatham, Ontario

Your Attention!

We particularly want to draw your attention to the fact that we can give you the best possible values and most reasonable prices on any of the undermentioned goods:

Hot Air Registers
Furnace Stock
Eave Troughs
Down Pipe
Elbows, Etc.

We solicit all orders, large or small, and are in a position to make shipments on a day's notice.

Catalog and discounts on application

A. Welch & Son

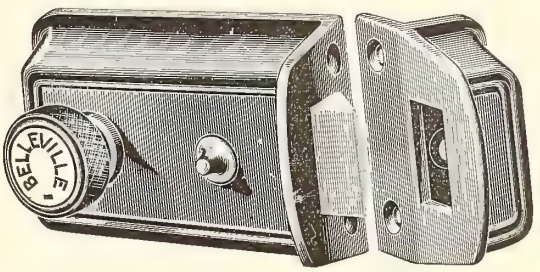
304 Queen St. W., Toronto

Security & Saleability

are the two trade winning features of the Belleville No. 99 Cylinder Night Latch.







If your jobber is out of stock refuse all alleged substitutes. The Belleville No. 99 Cylinder Night Latch has no equal for the price, which is extremely moderate.

Send For Our Catalogue No. 3

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Belleville Hardware & Lock Mfg. Co. Ltd.
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THE BEST BUILDERS' HARDWARE

We manufacture a most comprehehsive line of Builders' Hardware at prices that are very reasonable, quality taken into consideration.

You make no mistake when you sell our guaranteed

BUTTS, HINGES, NAILS HASPS, STAPLES, ETC.

They are the best obtainable—the kind of goods that bring buyers back for more. Place that trial order with us now—while you are thinking about it.

Our catalogue contains illustrations of a host of articles you can sell to your distinct profit.

COWAN & BRITTON

LIMITED
GANANOQUE, ONTARIO

MONARCH TYPEWRITERS

The King of all Writing Machines

JUST THE THING FOR THE UP-TO-DATE HARDWARE MAN

Remington Typewriter Co., Limited
MONARCH DEPARTMENT
144 Bay Street, Toronto, Ontario

J. J. TURNER & SONS

The Largest Manufacturers in Canada of

Tents, Flags, Awnings, Sails, Horse Blankets, Waterproof Goods, Coal Bags and every description of Camping Goods.

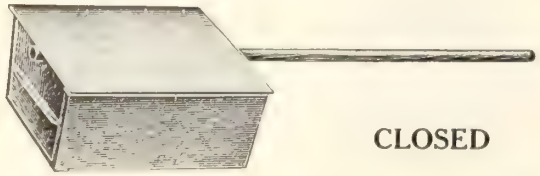
Send us your orders for Tents and keep them in stock. They are put up in bags to keep them clean.

J. J. TURNER & SONS

Peterborough, Ont. **Regina, Sask.**

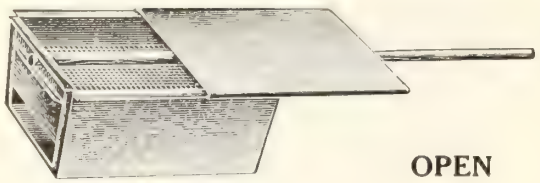
DAISY ASH SIFTER

A most profitable and easy selling article



CLOSED

Indispensable to the modern housewife. Eliminates dust nuisance when sifting. Easy to handle. Saves about 10 per cent. of coal bills.



OPEN

Sold by all leading Jobbers
Price $7.80 a dozen

SOREN BROTHERS

Wholesale Manufacturers of

TIN PLATE, COPPER AND GALVANIZED IRON WARE

811-815 King St. West TORONTO



Samuels' Dustless Ash Sifter

was designed to meet the demand for a low-priced, high efficiency sifter, that gives the best sort of service.

It is substantially built, and being moderately priced is a thoroughly worth while proposition. It's a thorough business builder—sifter sales increase wherever it is displayed.

Sifts as fast as the hopper can be filled and does it with absolute economy.

WRITE FOR FREE PARTICULARS AND PRICES

FOR SALE BY

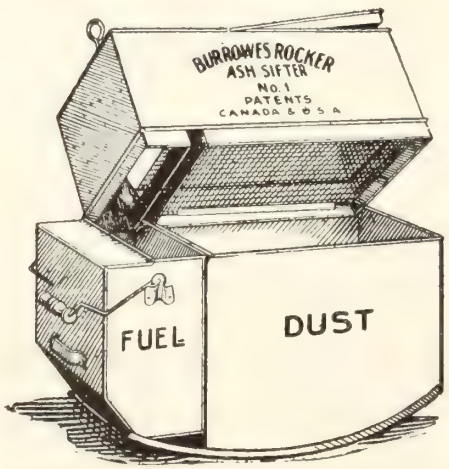
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KENNEDY HARDWARE CO., TORONTO
STARKE, SEYBOLD, LIMITED, MONTREAL

MANUFACTURED ONLY BY

J. SAMUELS - - TORONTO, ONT.

The Burrowes Patent Dustless Rocker Ash Sifter

CAN BE RECOMMENDED



The people want it because it is dustless. Attached scuttle and double rims make it so. Write for particulars, prices, etc. **Your wholesale house will supply you.**

STARKE-SEYBOLD, LIMITED, Agents for Quebec Province

THE BURROWES MFG. COMPANY

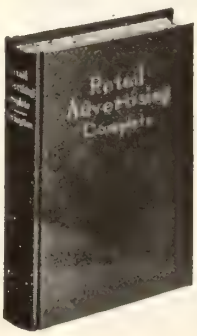
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Order now, the demand is greatly increasing

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This new book on advertising will tell you all you want to know about advertising in the store.

Here's the Book that will be Your Ad. Man



272 pages
Bound in Cloth

Retail Advertising Complete

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With this book on your desk you are never at a loss what kind of advertising to do, or how to do it. Every kind of advertising is treated fully:

Chapters on Newspaper Advertising
Making an Advertisement
Good Specimen Ready-made Ads.
Mail Advertising
Window Trimming
Advertising Novelties
Outdoor Advertising
Inside the Store Advertising
Advertising Schemes
Special Sales
Mail Orders, etc., etc.

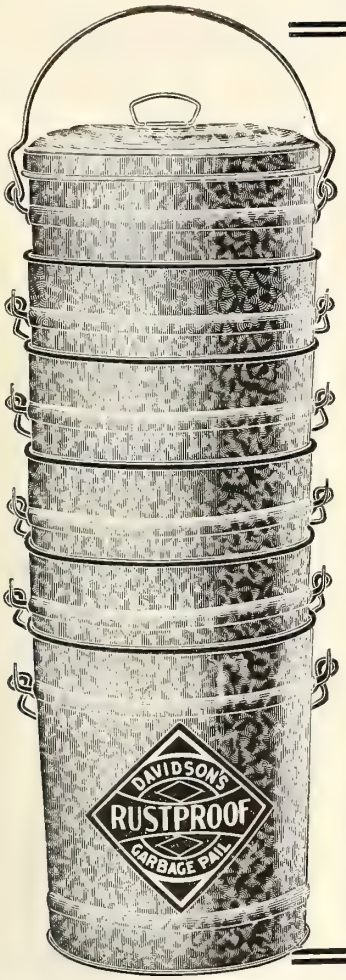
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Absolutely New **Just Published**

Send us a dollar for this book and a six months trial subscription for this paper

Commercial Press, Limited

Publishers
Canadian Hardware, Stove and Paint Journal
Toronto, Ontario



Galvanized Garbage Pails

Nestable *Takes up little space in store* **Saves Freight**

They Give Satisfaction as they are double armored—being generously coated with best spelter.

Will Stand Abuse and resist wear and rust indefinitely.

The Seamless Cover locks on and cannot be nosed off by dogs or blown off by the wind.

They meet the requirements of the Sanitary Laws and in every way are right up-to-date

Three sizes in stock:

Nos.	2	3	4
Imp. capacity Gallons	8	10	15

Write us now if your stock is low

The Thos. Davidson Mfg. Co., Limited

MONTREAL WINNIPEG TORONTO

Seasonable and Saleable Specialties

Apple Pickers' Blouses or Aprons

Made of Strongest Duck



Apple Pickers' Baskets

Willow or Hickory—Medium or Large Oval—Swivel or Solid Handles

Round Baskets now in Stock





Meakins & Sons, Limited, Hamilton, Ont.

Warehouses:—Toronto, London, Winnipeg Meakins Brush Co., Limited, Montreal

KEEP UP THE GOOD WORK



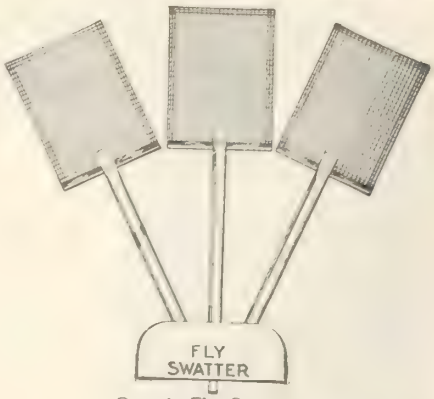
Balloon Fly Trap

All the flies are not dead yet—in fact, the month of September offers them ost favorable conditions for the breeding and development of this disagreeable and dangerous pest.

The BALLOON FLY TRAP is always in working order, and never lets up. Always room in it for another victim. No trouble to keep going. Packed nested one dozen in a carton.

The ONTARIO FLY SWATTER is a five cent line, and is very flexible, so it conforms to any uneven surface, and never misses—if aimed straight. Packed one dozen in a carton.

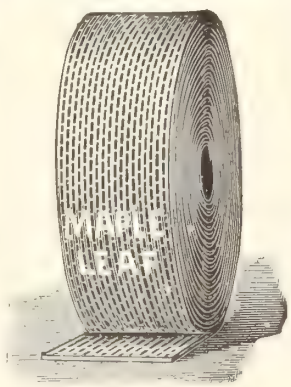
Flies are not protected by the game laws, and the season is open as long as one can be found. Gather them in.



Ontario Fly Swatter

E. T. WRIGHT CO., LIMITED, Hamilton, Ont.

VANCOUVER WINNIPEG TORONTO



To The Hardware Trade

Look over your stock and send your orders in NOW for

"Maple Leaf" Belting and Belt Dressing

so as to insure delivery within a reasonable time.

Manufactured only by the

Dominion Belting Co., Limited

Hamilton - Canada

THE NEW IDEA

One of the best Hand-operated Washing Machines Made

They have many of the famous New Century features and some exclusive ones; notably—DETACHABLE TUB, THE ABSENCE OF OBSTRUCTION INSIDE, COVER AND RUBBING BOARD THAT LIFT TOGETHER AND ALLOW WATER TO DRIP BACK INTO TUB.



They're great sellers, and advertise you day in and day out.

We Protect the Dealer

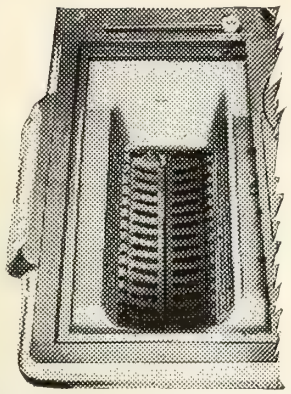
Made only by

Cummer-Dowswell, Limited

HAMILTON, ONT.

Do You Want to Reach the Retail Hardware Trade?

There's no better method than to use **Canadian Hardware, Stove & Paint Journal** 32 Colborne Street Toronto

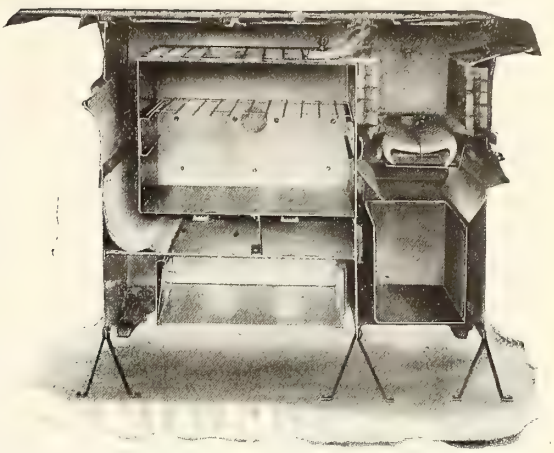


A perfect Fire Box consumes all the gas

SPECIAL FEATURES

ALL OUR OWN

The Aerated Fire Box
The Coppered Steel Oven
The Ash Pit Check
The Lower Warming Drawer
The Reversible Fire Linings
The Round Cornered Flues



Silver King Range Cut in two, showing inside construction

We have six good practical exclusive features, any one of which would give our range the preference over an ordinary one, but when you have them all combined in a Range with the beautiful appearance of our Silver King you have something to talk about that leaves your competitors without a leg to stand on.

The Copp Stove Company, Limited

Factory : Fort William **Warehouse and Sales Office: Winnipeg, Man.**

Reynolds & Jackson

(Manufacturers' Agents)

If you have a line of reliable goods that you particularly want to "boost" in Alberta, it will pay you to get in touch with us at once.

We represent the following well-known firms and can give prompt delivery and best prices on their goods:

Clare Bros. & Co., Preston
Enterprise Foundry Co., Sackville, N.B.
Alex. McArthur & Co., Montreal
Canadian Buffalo Sled Co., Preston

Write for particulars and prices

Calgary, Alberta

Metal Ceilings

SHINGLES, SIDINGS and CORRUGATED IRON

We can help hardwaremen in Western Canada to increase the volume of their trade in these lines. We supply plans and estimates and can promise prompt shipment as our goods are

Manufactured at Winnipeg

We can offer a large variety of designs and the best possible service. Push the "Home Market" idea and give us a chance to figure on your next order.

Write for catalogue and price list.

Winnipeg Ceiling & Roofing Co.

Limited

P. O. Box 2186 E. **WINNIPEG, MAN.**



One lock—but a Yale

Your customers are learning that security doesn't mean adding locks. It means getting a lock that affords security.

Sell them a Yale Cylinder Lock—one for each outside door. This lock needs no help in safeguarding a home. It is built for locking purposes—durable, accurately adjusted, easily operated with its own key, but absolutely proof against picking, forcing or breaking.

The long, clean record of Yale Cylinder Locks has won the confidence of home owners. This confidence is a selling force for you. Build your lock business by adding Yale customers.

The name Yale helps make the sale

YALE

Let us tell you more about how it works for you

Canadian Yale & Towne Limited

Makers of Yale Products in Canada:

Locks, Padlocks, Builders' Hardware, Door Checks and Chain Hoists

General Offices and Works: St. Catharines, Ont.

The Busy Season is Here

Are you prepared to meet the fast growing demand for our

Wire Nails, Bale Ties, Baling Wire and Staples?

If not it will certainly pay you to come to an early decision. We stock our products in all regular sizes and can make special sizes on very short notice.

If you want to build up a good quality trade in any of the above, write us for particulars and prices.

The Laidlaw Bale-Tie Co., Limited

HAMILTON, ONT.

Geo. W. Laidlaw, Vancouver, B.C.

Harry F. Moulden, Winnipeg, Man.



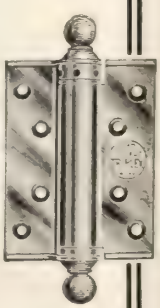
CHICAGO SPRING BUTTS

REPUTATION

The Chicago "Triplex" Spring Butt



has characteristic features of recognized merit, handsome in appearance and dependable for the most severe requirements.



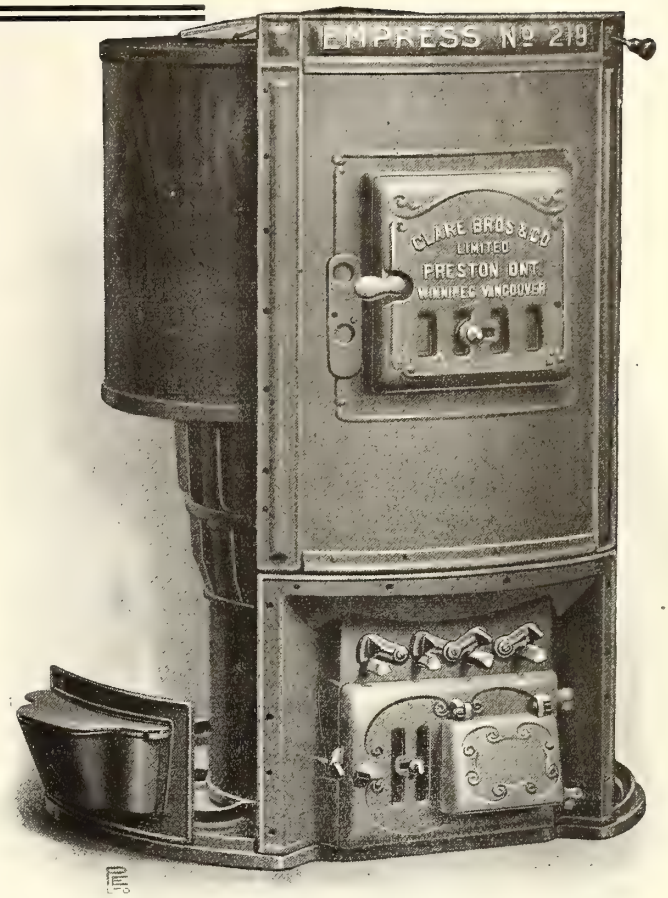
This article has a reputation and selling force which commands the trade, and your stock should be complete.

Chicago Spring Butt Company.

CHICAGO NEW YORK

Send for Catalogue S29

Empress Furnaces



Where your customer makes price the chief consideration in his selection of a furnace, offer him an

Empress Furnace

The EMPRESS is the little brother of the HECLA, designed by the same men, built in the same shop, by the same workmen and is second to the HECLA in efficiency only.

MADE IN THREE SIZES

No.	Dia. of Fire Pot	Heating Capacity	Weight	Size of Fire Door
16	16	10,000 cu. ft.	570	12 x 12
19	19	15,000 cu. ft.	735	12 x 12
22	22	22,000 cu. ft.	865	12 x 12

Send for our Furnace Catalogue. The Prices will be interesting

Clare Brothers & Co., Limited

Preston - Ontario

Makers of

HECLA FURNACES PENINSULAR RANGES

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RACE, HUNT & GIDDY, Edmonton, Alta.
REYNOLDS & JACKSON, Calgary, Alta.
J. M. KAINS & CO., Vancouver, B.C.

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOLUME FIVE | TORONTO, SEPTEMBER, 1913 | NUMBER NINE

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Parcel Post in January.

While in Toronto a few days ago Premier Borden announced in a newspaper interview that he saw no reason why the new Parcels Post System should not be inaugurated on January 1. This will be a year since a similar system went into force in the United States.

The Act authorizing the Post Office Department to provide for the establishment of Parcel Post was, it will be remembered, passed during the last session of Parliament, but the working out of the details of the system was left in the hands of the department. So far, very little information has been given out in regard to these details. Briefly, practically all that is known is that the maximum weight of parcels is eleven pounds, and the limit of size 72 inches in length and girth combined, and that different rates will be charged for the different zones to be established.

That the system will not be so much in favor of the mail order houses as it was feared it might be seems now beyond question. This has been proved by the experience gathered from the operation of the law in the United States. The zone system safeguards to some extent at any rate the interests of the merchant in the country.

Now that there is no longer any question about the inauguration of the Parcel Post System in Canada, it behooves the retail trade to take all the advantage of it that they can. Taken on the whole it looks as if the system might be of greater advantage to the country merchants who are awake to their opportunities than to the mail order houses.

But it will not be of benefit unless they make up their mind to take advantage of it.

U.S. Reduces Rate on Parcel Post.

It is rather interesting in this connection to note that amendments are already being made in the parcel post system of the United States.

Beginning with August 15, the weight of the parcel was increased from eleven to twenty pounds, and in the first and second zones reductions were made in the postage rate. In the first zone the rate on parcels weighing in excess of four ounces has been reduced from five cents for the first pound and one cent for each additional pound, to five cents for the first pound and one cent for each additional two pounds or fraction thereof. The second zone rate has been reduced from five to six cents for the first pound and three to four cents for each additional pound, to five cents for the first pound and one cent for each additional pound or fraction thereof.

The reason advanced for making the change is that statistics prove that one-third of the total number of parcels mailed are handled in the territory comprised within the first and second zones.

The United States postmaster-general is authority for the statement that ultimately the postal service will handle practically all of the small package transportation business in the United States.

Wise retailers will see that the mail order houses of the large cities are not allowed to monopolise the parcel post when it goes into force in January next.

Grievances of the Provinces.

In every part of Canada are to be found grievances of more or less import to business men. In a young and growing country like Canada, this is rather to be expected than unexpected. We are in the process of making. As long as the world shall last business men will have to contend with grievances of some kind. But with time and effort many of the present day grievances will either be remedied or modified.

For two days recently the members of the Maritime Board of Trade discussed at the annual meeting held in Newcastle, N.B., the various grievances with which the business men down by the sea have to contend.

In certain respects their grievances are the same as those to which the business men in the other parts of Canada are giving a good deal of their time and thought.

Taxation and railway grievances of various forms, which came in for a great deal of consideration, are common to all parts of Canada. But after all, when it comes down to making a careful analysis of the various subjects the Maritime Board of Trade discussed at

their recent meeting, there is scarcely one that does not interest the business men in the inland provinces as well.

Even the agitation for a better winter service between Prince Edward Island is not a purely local affair. A good many business men in the West, as well as those in the Maritime Provinces, are very much interested. The grievance is a real one. It is years since Confederation, and to most men who have given any consideration of the matter the conclusion must be that the winter ferry service at any rate between Prince Edward Island and the mainland is neither adequate nor up to what it was expected it would be.

The Maritime Board of Trade, which has been in existence for seventeen years, is doing splendid service. The character of the men who yearly attend its meetings is indicative of the influence it exercises, not only in the provincial capitals of the Maritime Provinces, but at Ottawa as well.

Now that the Fall is approaching it is time for the dealer to get into shape for winter business.

Competition of the Future. Those who may be hoping that competition in business will be less keen in the future than it is to-day are not likely to have their hopes realized. On the contrary, there is every indication that it will be keener rather than otherwise. It is quite probable that the business men of a generation hence may look back upon the competition of to-day as we do upon that experienced by our ancestors. Our descendants may consider we had a rather easy time of it.

While some may be sighing for the "good old days" when the percentage of profits was larger and money easier to make, yet of one thing we may be assured, there is a decided tendency toward better and more scientific methods of doing business.

There never was a time in history when, the world over, so much time and attention was being given to the study of business efficiency. The subject occupies the chief place in the trade papers. Magazines do not think it beneath their dignity to publish special articles and stories bearing upon business matters. And of books upon the subject there is no end.

It is not so much that the methods of the past are being destroyed. They are not being destroyed. They are being remolded and fashioned to meet the changing conditions of to-day.

We are in a time of change; and change is evolution. Those who are not adapting themselves to the changing conditions are being left behind in the race. Ultimately they will be flagged.

It is an axiom in the business as well as in the natural world that the unfit give place to the fit.

It is only those who refuse to study modern methods as they develop and adapt themselves to them that get into the rut with the unfit and are submerged by their aggressive competitors.

Old methods will not always get new business.

Know What You are Signing. Men who are exceedingly careful in most matters, sometimes lose their sense of carefulness when it comes to signing documents. They will put their signature to most anything that is set before them. All you have to do is to say "sign," and they get busy with the pen without taking time to look over what they are signing. For aught they know, it might be their own death warrant. Indeed they tell a story of a man holding an important position in a large commercial institution who had the very bad habit of heedlessly putting his signature to anything that came along. One day a paper was placed on his desk and, as usual, he signed it without reading. That night the boys congregated around his office with a big rope, and when he inquired what they wanted, they presented a document signed by himself agreeing to peacefully allow the boys to hang him on the main street at sun down.

It was a good joke and probably helped to cure him of the habit, but unfortunately there are many cases which do not end so pleasantly. Just the other day a case come to light where a dealer had carelessly signed an innocent looking document as to the reliability of a friend. It turned out to be a security for a considerable amount of money which the dealer in question was called upon to pay.

There are scores of instances where men have been taken into camp by similar lack of carefulness. It is high time that business men discarded this careless sight-and-unseen method of putting their signature to papers. When you sign, know what you sign. It is better to be safe than sorry.

The clerks of to-day who give their spare time to the study of business methods are the ones who will become the successful merchants of to-morrow.

Sacrificing Profits for Volume. Not a few merchants in aiming for volume of business forget about profits, that important and needful factor in every successful business. They seem to think that as long as they secure the volume, that profits will look after themselves. Here they fool themselves.

Not only are they doing a great deal of work for a small or perhaps no return, but they are taking trade which their brother dealers could and would handle with profit. A recent visitor to our office complained of such a dealer in his town, following this dog-in-the-manger policy. Just for the mere satisfaction of taking the trade away from the other grocers, this dealer seemed willing to handle it without a sufficient profit. He was not making any money himself, and he was preventing the other dealers from making any.

This craze for a big volume of business has been the downfall of not a few merchants, and the curse of many others. The man who would put his money into a farm and go out and dig just for the mere pleasure of digging would be looked upon as a fool. What is to be said of the merchant who does business just for the sake of doing it?

It is a commendable thing to aim for big business, and every ambitious merchant should, but in accomplishing his aim, profits should not be sacrificed. A man is in business to make money, so what does he profit if he secures more trade than any other dealer in town, but makes nothing on it?

Thank God every morning when you get up that you have something to do which must be done, whether you like it or not. Being forced to work and forced to do your best, will breed in you temperance, self-control, diligence, strength of will, content, and a hundred other virtues which the idle never know.—Charles Kingsley.

Business Matters in the Maritime Provinces

The nineteenth annual meeting of the Maritime Board of Trade, held at Newcastle, N.B., devotes two days to the discussion of freight rates, taxation, railway service, winter service between P.E.I. and mainland—Summerside the next place of meeting.

The nineteenth annual meeting of the Maritime Board of Trade was held in Newcastle, Wednesday and Thursday, Aug. 20th and 21st, Matthew Lodge presiding. The delegates who registered were:

Moncton—Matthew Lodge, president; Thos Williams, secretary; Dr. O. P. Price, M.P.P.

Halifax—E. A. Saunders, secretary Halifax board; W. C. Milner.

Truro—S. L. Walker, M.D.

Summerside—Capt. Jas. Reid, R. H. McDonald.

Charlottetown—E. T. Higgs, R. H. Jenkins, A. C. Duchemin.

West Prince, P.E.I.—A. A. McNeil.

Welsford—H. W. Woods, M.P.P.

Chatham—W. S. Loggie, M.P.; J. Y. Mercereau, Geo. Watt, D. P. McLaughlin, Jas. Harrigan.

Newcastle—Hon. Jno. Morrisy, Minister of Public Works; Mayor Morrissy; P. Hennessy, president Newcastle Board; E. A. McCurdy, secretary Newcastle Board; Hon. Donald Morrison, T. W. Butler, Ald. W. H. Belyea, H. R. Stuart, S. W. Miller, A. H. McKay, Geo. Stables, W. J. Jardine, J. D. Creaghan, Jno. Betts, Jno. McColm and Rev. S. J. McArthur.

The Amherst and Bridgewater delegates appointed were unable to attend.

The attendance was slim at the morning session, and after the reading and approval of last year's minutes and appointment of Messrs. Saunders, Walker, Morrison, Reid and Williams a committee on unfinished business, the meeting was adjourned until 2 p.m.

The Agenda

At the afternoon session the Agenda paper was revised to stand as follows:

1. Municipal taxation.
2. Abolition of fishing leases.
3. Historic places.
4. Inter-provincial highways.
5. Discussion of railway fares.
6. Branch lines.
7. Inferior cars on I. R. C.
8. Agricultural and technical education.
9. Provincial ownership of telephones.
10. Winter ferry to P. E. I.
11. I. R. C. freight rates.
12. Proposed by-law.

C. J. Morrissy, Mayor of Newcastle, gave an address of welcome to the delegates. He said that the Miramichi was noted for its hospitality and they were glad of the opportunity of entertaining the Maritime Board of Trade.

President Lodge's Report

President Lodge then read his annual report and in brief reviewed the subjects which were discussed at the meeting last year, dealing particularly with the interview which the delegation appointed at that meeting had with the government with reference to railway matters, and with regard to which the recommendations made by the committee were promised due consideration by the government. He laid special emphasis on the necessity for providing all facilities possible to increase the usefulness of St. John and Halifax as shipping ports in order that the Transcontinental railways could bring their freight to those ports rather than to American ports.

I. C. R. Freight Rates

With regard to the matters for discussion this year, the leading one appeared to be the question of increased freight rates on the I.C.R., but inasmuch as the railway management has agreed to adjust their new tariff to within 10 per cent. of the old tariff the necessity for discussion was minimized. Another matter was that of telephones, which was an important subject, and well worth taking up, but the matter of river fisheries appeared to be applicable alone to New Brunswick, and was hardly a suitable subject for discussion at the M. B. of T.

The question of island ferry had not been fairly dealt with and should receive the consideration of the Board, and the same remarks applied to the matter of inferior cars in use on some lines of I.C.R.

With regard to the agitation in favor of taking over branch lines, agitation and persistence would accomplish a good deal, and by hammering long and loud enough the Railway Department might be induced to do something. He was strongly in favor of equal rates on all lines, regardless of east or west, and the discrimination on the part of the C.P.R. in favor of the west was not justified.

The matter of agricultural and technical education was, to Mr. Lodge's mind, the most important subject on the paper, and a too full consideration of it could not be given at the meeting, for he did not believe that the Maritime Board could be better employed at any time than in investigating all present educational systems.

Taxation

Taxation was always a live subject, and would no doubt be fully discussed, and with regard to good roads he asked all to join in furthering that undertaking.

With reference to the proposed addition to the by-laws in regard to the better management of the Maritime Board, the St. John Board had suggested that one of the reasons for their not affiliating with the M. B. of T. was that they considered the constitution should be altered in some way, and suggested a council that should meet every two months, and new business arising throughout the year would be attended to at those meetings. What was needed was money and men to carry out the extensive propaganda proposed by the board itself and its critics, and to do this it would need at least one permanent secretary to give his whole time to the work, and who would need to be paid a good salary. If the Board was prepared to recommend such a course, it would really be the best way out of the difficulty. The boards of trade in the western provinces work like mad for their own individual cities or towns, but when a question arises affecting the whole west, they unite together and pull as one man. If the maritime provinces expect to accomplish anything they must do the same.

Secretary Williams then read his report.

Secretary Williams' Report

A delegation of the Board had waited upon Premier

Borden, February 18th, 1913, to present the resolutions of the previous meeting. The Premier called on the Ministers of Railways and Canals, Justice and Militia, and the delegation were accorded a patient hearing. While good work had been done the past year by the Board, yet the aggregate result was not so great as should be expected from so representative a body.

The secretary said he had been unable to obtain any response, financial or otherwise, from many of the smaller Boards, several of which he knew to be moribund. A commercial man, or insurance agent, who could visit such boards would make a good secretary, the Board's funds being too limited to pay travelling expenses. If delegates from larger centres would visit the smaller boards it would pay in increased business. All maritime members of Parliament and local Legislatures had been invited to attend this meeting.

Municipal Taxation

Municipal taxation recommended by Newcastle Board was introduced by Ald. H. H. Stewart, Vice-Pres. for New Brunswick, of the Eastern Canada Tax Reform League. His resolution read:

"That this Maritime Board of Trade assembled in convention in the town of Newcastle request the Governments and Legislatures of the Maritime Provinces to pass, at their next session, bills providing that any county, city or town in their respective provinces shall, upon a majority vote of its qualified ratepayers voting, have the power to reduce or abolish within its jurisdiction.

"Taxes on tolls, improvements, personal property and income, or any one or more of these, and raise its revenue by means of a land tax, with or without a poll tax, and with or without a system of business licenses; also that copies of this resolution be sent to the Provincial Premiers and Opposition leaders."

The resolution, which provoked much discussion, was seconded by Hon. Donald Morrissy.

The President said that taxation was a very important question and merited thorough discussion, and that there were many good points in the resolution.

J. D. Creaghan agreed with Ald. Stuart on certain points, but the question was too mixed. He agreed that unearned increment should be taxed, but there was no demand for land in Newcastle. He had 700 or 800 acres of land within three miles he would sell for $2.50 per acre. If he was taxed for that amount the town or county might take the land. He did not think that stores should be taxed according to floor space.

Hon. D. Morrison agreed partly with the resolution. It was hard to assess property, as people will hide value. Exemption of personal property and income would discourage building. But idle land should be assessed at full value to compel improvement. All admitted the present system a bad one. Not 10 per cent of personal property is found by assessors. It should be taxed. But it was unfair to tax the owner of a $20,000 house the same as that of a $500 house, if lots were equal. Banks gave no information to assessors. The only man now valued in full is the poor man who starts up a little house.

E. A. Saunders said Halifax was spending $15,000 to investigate the tax system. Seven million dollars' worth of property was exempt.

Capt. Reed took great pleasure in supporting the resolution because it gave home rule to municipalities. If land were taxed it could not be held out of use. It was now held idle in order that it might be increased in value by surrounding improvements, and then yield a huge, unearned increment. Majority of each municipality had right to govern themselves in local affairs.

A Good Word for Ontario Business Tax

W. S. Loggie, M.P., preferred Ontario's business tax to our assessment of personal property. Mr. Morrison was not accurate in saying that owner of personal property pays no taxes, for as tenant he pays all the landlord's taxes in rent. Increased cost of living in the West is largely due to inflated real estate values, on which the poor man had to pay interest. He was not quite confident that leaving municipal taxation to majority vote was safe. As majority were often carried away at elections.

W. C. Milner said present tax system was simply barbarous, and some radical change must be made. A Halifax property assessed at $10,000 recently sold for $50,000, after city had built a railway near. Such increase was entirely due to community. He said he put $40 worth of paint on his house and his assessment had been raised $500 in consequence, while idle land paid very small tax. He was not afraid of muncipalities taking up this matter and discussing it. Reforms do not come down, but up. The people originate reforms. Agitation was needed.

Dr. Walker favored the resolution to call attention of Government to the dissatisfaction existing. But he thought the tax law should be uniform. Present system was absurd. A man in Truro, worth probably a million dollars, pays on only $15,000. He was against exemptions on church properties. All property receiving protection should pay.

J. Y. Mercereau said the consensus of opinion was that tax system is wrong. Unearned increment should be taxed. He was glad Mr. Creaghan avered this, as sewerage and water were now being put through Mr. Creaghan's Chatham property. As an alderman he (Mercereau) would take notice of consequent improvement to Mr. Creaghan's property. He thought that true valuation was a thing most needed. Two farms in the middle of Campbellton were taxed lower than surrounding improvements, but the legislature had refused a remedy. In the main he agreed with the principle of the resolution.

To Hon. D. Morrison, Secretary Williams said Moncton had a special assessment act.

E. A. Saunders said Halifax would likely adopt Somer's system of land valuation. The city would be divided into blocks and all land of a certain block would be valued at same rate. Different blocks, according to situation, would have different units of value.

D. P. MacLachlan opposed the resolution. It would give too many systems of taxation. "What we want is assessers paid enough to do right. Unearned increment can be taxed now. The only true basis of taxation is income."

Secretary Williams would vote for the resolution to force attention of matters on the legislatures. It should be thoroughly ventilated. Single tax did not entirely fill the bill on the West.

The President feared that the resolution, if adopted, would lead to single tax. He noticed that landless men wanted abolition of all but land taxes, and landowners contra. If all but land taxes were abolished there should be no representation without taxation. He opposed the resolution. There was too much talk about working men. There were too many eight and nine hour a day men. He himself worked seventeen or

eighteen hours. We should not cater to a class who do not want to work. We want banks, insurance companies, etc., taxed. But a poor man worth $100 and a rich man worth $500,000 should each pay his share.

Discussion was postponed until the evening session.

Fishing Leases

Abolition of fishing leases was introduced by Hon. D. Morrison, seconded by Ald. Belyea. The following is the resolution:

"That the attention of the local government be called to the advisability of abolishing the present system of leasing our streams to clubs and individuals to control the fishing privileges; and the adopting of the system of licenses for fishing on streams the same as is the case for hunting game.

Hon. Mr. Morrissy explained present leases had to run ten years.

Mr. Woods said that it had not been settled which government had right to issue rod licenses.

Capt. Reid said the Privy Council had decided that the Province owned inland fisheries subject to Dominion regulations. E. A. Saunders said in Nova Scotia the Dominion issue licenses to new residents. The Nova Scotia Government does not lease fishing right on its crown lands.

Jno. Betts opposed interfering with present system. From conservation and commercial standpoint it was best.

Ald. Belyea argued that the province should be kept primarily for natives, not foreigners who added very little to our business. Game licenses last year brought in $49,000, and fishing leases only $17,000.

Pres. Lodge would like to see outsiders come in. He would like to see a resolution dealing with spoilation by natives. Sawdust had killed fish in some places. This summer on the Miramichi he had noticed nets in every corner, and wondered how salmon could get up without a compass.

Hon. Mr. Morrison was surprised to hear that anything illegal was going on with so many Provincial and Dominion officers.

T. W. Butler also supported the resolution, which was carried.

W. C. Milner gave a fine address on preservation of historic places, and his motion calling on Dominion to acquire and preserve all such places in Acadia, was carried unanimously. Among other sights in Nova Scotia, Westmoreland and in St. John River he mentioned Beaubairs' Island, Burnt Church, Miscous and Nepisiquit.

A motion favoring improving of interprovincial highways was adopted.

Discrimination in Passenger Rates

This topic brought out much discussion, joined in by Ald. Belyea, Capt. Reid, Rev. S. J. MacArthur, E. T. Higgs, Matthew Lodge, T. W. Butler and Dr. Price, who agreed that the East was discriminated against.

On western trip two years ago Ald. Belyea found cheap tickets available only to Americans. An Englishman told Mr MacArthur that the West spoke of the East as effete. Mr. Higgs wanted immigration directed here.

Pres. Lodge demanded same rates West to East, as East to West.

Mr. Butler would abolish immigration officers and spend money on our own youth.

Dr. Price suggested having intercolonial agents in Europe and on certain steamers.

The resolution was carried.

At the Wednesday evening session, Hon. D. Morrison and Dr. Walker moved following amendment to taxation resolution:

"That this Board recognizing the general dissatisfaction that exists with respect to the distribution of the burden of civic and municipal taxation, particularly with respect to arriving at a correct valuation of personal property and income, memorializes the local governments to appoint commissions at the next session of the Legislature to investigate the grienvances complained of with a view to providing a remedy; also that a copy of this resolution be sent to the governments concerned."

T. W. Butler and E. T. Higgs condemned taxation system, but did not like commission idea, as commissions are generally partisan, and particularly liable to control big corporations. Mr. Higgs would have taxation to municipalities to apply directly to Government for relief. Neither motion nor amendment suited him.

Hon. D. Morrison again condemned the present system. Let Governments know that this Board wants something done.

Mr. Woods wanted the Board to draft an act.

The President said that either resolution or amendment would wake up the Governments.

Ald. Stuart defended the resolution, but if amendment carried his purpose to force attention of the Government to this matter would still be largely affected.

The amendment carried.

Mr. Higgs announced the grievance regarding inferior cars had been remedied, and the subject was dropped.

Winter Ferry

Following after discussion in which all agreed Prince Edward Island had been badly treated, the following resolution was unanimously adopted:

"Resolved that on completion of the car ferry between Prince Edward Island and the mainland the freight rate on the water distance be the same as for equal distance by rail, to the end that freight rates from and to points on the Intercolonial and Prince Edward Island Railways be treated as for one continuous haul, also that same provisions regarding rates for winter haul be applied to Government steamers."

R. L. McDonald gave table showing per capita worth of people as follows. In Prince Edward Island, $2,907, in New Brunswick, $2,020, and in Nova Scotia, $2,002.

Freight Rates

Pres. Lodge reported that I.R.C. new rates were being lowered to about 10 per cent. higher than the old rate.

Capt. Reid reviewed history of agreement with Prince Edward Island in 1873, which had not been kept. The East had sacrificed much to the West. Free canals for the West should be balanced by nominal I.R.C. rates for the East.

Pres. Lodge, T. W. Butler, E. A. Saunders, Mr. Morrison and others agreed, and the motion of Capt. Reid and E. T. Higgs demanding reduction of rates on I.R.C. was carried unanimously.

Following nominating committee was appointed: Pres. Lodge, Dr. Walker and Capt. Reid, with power to add to its numbers.

The Newcastle Board extended invitations to delegates to take a sail on the river Thursday afternoon, and attend a banquet in the evening.

Adjourned until 9.30 a.m. Thursday.

The Board met at 9.30 Thursday, and following officers were elected:

New Officers

E. T. Higgs, Charlottetown, President.
E. A. McCurdy, Newcastle, First Vice-Pres.
E. W. Rhodes, M.P., Amherst, Second Vice-Pres.
Thomas Williams, Moncton, (re-elected) Secretary.

Pres. Lodge read telegram from H. A. W. McCawbray, of Sydney, inviting Board to hold next meeting there.

Pres. Higgs urged greater interest in Board, and greater efforts to "build up our section industrially and commercially. There is no body more important and powerful than the Board of Trade. Let us increase our publicity efforts."

The secretary's financial statement showed a balance on hand of $109.75.

Ald. Belyea moved, seconded by J. D. Creaghan, "That the Maritime Board of Trade urge upon the different Provincial Boards of Education the advisability of introducing more agricultural and technical education into our common schools to the exclusion (if necessary) of classical and higher mathematical subjects."

Moved by Ald. Stuart, seconded by Capt. Reid, that "less important subjects" be substituted for the last five words of resolution.

After much discussion, Rev. S. J. MacArthur's amendment to amendment carried, and subject was postponed until next year.

Branch Lines

Following passed, being moved by J. Y. Mercereau and seconded by T. W. Butler, and favored by Geo. Watt: "That this Board of Trade recommend that the Government be encouraged in the taking over of branch lines of railway in Maritime Provinces. Further, that the Government be memorialized to extend and encourage the building of branch lines for the proper development of the Maritime Provinces, and that no existing line be discontinued."

Following was sent by the Calgary Municipal Harbor Bureau with request for endorsement: "In view of the existence of a system of public government harbor bureau in Great Britain, New Zealand, Australia, Germany, Spain, United States and other civilized countries, be it resolved as eminently desirable that the Federal Government be asked to establish a similar system for Canada without delay.

It was decided to refer the matter to local boards.

The Moncton delegates gave notice of amendment of Clause 5, of constitution re council of Board, to be moved next year.

On motion of S. L. Walker, a resolution was passed approving of the action of the Dominion Government in appointing an agency to preserve our historic records.

On motion of Dr. O. P. Price, a resolution was passed requesting the I.R.C. to consider the advisability of establishing a permanent agency in Great Britain and a connection with some Atlantic steamboat company.

Votes of thanks were tendered the retiring president, Secretary Williams, the Newcastle Board of Trade, and the Press, and were fittingly responded to.

The visitors enjoyed a sail on the river in the afternoon, and were shown the principal points of interest. In the evening a banquet was given in the Miramichi Hotel, when about seventy people enjoyed a very pleasant evening.

Next year's meeting will be held at Summerside, Prince Edward Island.

McCLARY EMPLOYEES' PICNIC

Employees of the McClary Mfg. Co., at Vancouver, with their relatives and friends, to the number of seventy-five, held an enjoyable picnic at the Japanese tea gardens, North Vancouver, recently. A sports program was gone through with, after which dancing took place. Among those present were: Col. W. M. Gartshore, vice-president and general manager of the company; A. J. Clark, manager of the Winnipeg branch; D. G. Clark, manager of the branch at Calgary; J. J. Foote, Vancouver manager, and J. Galloway, assistant manager of the branch here.

The London employees of the same concern held their annual picnic at Port Stanley.

NEW HOUSEHOLD UTENSILS FACTORY

Dr. A. C. Caldwell, secretary of the Dundas, Ont., Board of Trade, states that the Tocan Mfg. Co. has decided to take over the old glove factory and commence business at once. The firm has only lately been organized. It is capitalized at $250,000. The directors are Dundas and Hamilton men, and include M. Fraser, Hamilton, president and general manager; W. A. Walsh, Hamilton, vice-president, and Dr. Caldwell, secretary. The glove factory will be remodeled for the installing of many expensive machines for the manufacturing of household utensils from tin, galvanized iron, Japanware, copper, zinc, aluminum and brass. It is expected the first product will be on the market about the end of September. Between 100 and 150 employes will be on the payroll.

These rules for figuring costs and profits are recommended by the National Association of Credit Men:—

1—Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

2—Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.

3—Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on the regular pay roll.

4—Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage, or any other cause.

5—Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.

6—Charge amounts donated or subscriptions paid.

7—Charge all fixed expenses, such as taxes, insurance, water, lights, fuel, etc.

8—Charge all incidental expenses, such as drayage, postage, office supplies, livery or expenses of horses and wagons, telegrams and telephones, advertising, canvassing, etc.

9—Charge losses of every character, including goods stolen or sent out and not charged, allowance made customers, bad debts, etc.

10—Charge collection expense.

11—Charge any other expense not enumerated above.

12—When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year; then divide this figure by the total of your sales, and it will show you the per cent. which it has cost you to do business.

13—Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

14—Go over the selling prices of the various articles you handle and see where you stand as to profits, then get busy in putting your selling figures on a profitable basis and talk it over with your competitor as well.

A System of Accounting that Really Keeps Accounts

Last word in retail accounting—What the hardware dealer has long needed—Simple and practical—Adapted to the smallest and largest business—Expert opinion says it is the best

BY W. H. STEPANEK

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[This is the fourth article in W. H. Stepanek's course of hardware accounting that really accounts, the first article having appeared in the June issue of Canadian Hardware, Stove & Paint Journal.]

Steps 4 and 5—Filing Envelope and Ledger.

Any style of ledger considered the most convenient, can be used. The card system of keeping ledger accounts may also be used. A loose-leaf ledger, with duplicate page, using a carbon between the two pages (see Fig. 5), will be found convenient. This form of ledger is particularly desirable where it is the rule to send customers monthly bills. With the posting

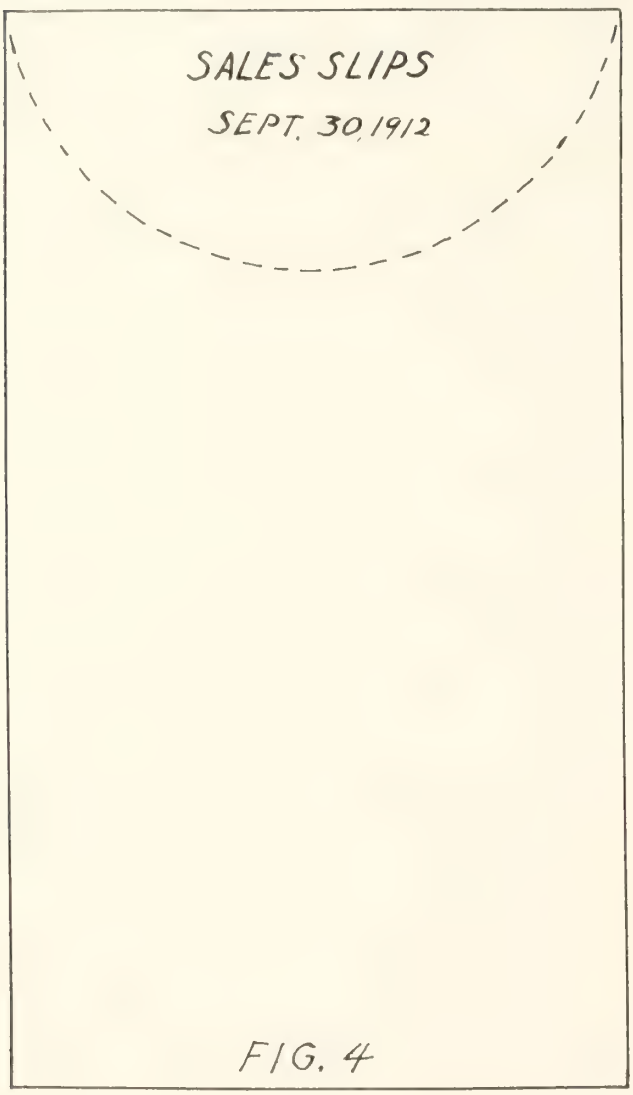


FIG. 4

of each day's work on this style of ledger, each customer's account is made up in itemized form, and it is only necessary to foot up the account, and tear out and mail the upper page, which is perforated for this purpose. This leaves the carbon copy as a record.

Note.—Charge book Fig. 3, noted in last month's lesson, can be dispensed with by posting to the ledger, Fig. 5, from the sales slips, and other slips that are shown further on. After these slips are written into charge book Fig. 3, or posted to the ledger, Fig. 5, they should be carefully filed for possible future reference. For this purpose use a plain end-fold manila envelope, as shown in Fig. 4. Envelopes of a suitable size may be obtained for this purpose. The day and date should be written on the top of each envelope as shown.

READ YOUR TRADE PAPER

There are a large number of men in this Dominion, who, when they are approached by a subscription solicitor for a book or magazine which will help them to succeed in their work, make the statement that they do not have time to read any literature of that nature—that they don't even get a chance to see the daily paper. The man who says he never sees the daily either lives where no daily is published or uses the argument merely to put off the solicitor. Admittedly, there are at times evenings when a man does not get a chance to go over the paper, but there are few men who do not go over either a morning or evening newspaper at least four nights a week.

Other men state they don't get time to read at the office and acknowledge that when they get home, they are so tired they prefer to glance over the evening newspaper and go to bed.

Reading the newspaper is a good habit and educational, so far as current news goes, but while it keeps a man posted on general doings all over the world, does it give him any information regarding his own little world—the business at which he works all days? Not very often. A technical or trade paper does. And is it not worth more to find in a technical paper an item that will reduce operating costs and increase efficiency, than it is to read about what the militant suffragettes are doing in England?

Most technical papers come but once a month and the man is foolish who thinks he is so busy that he must throw his paper in the waste basket without removing the cover. Even if he cannot spare the time on the day the paper reaches him, it will pay him to lay it aside for another time. He will find in his technical paper ideas which will save for him or make for him many times the price of his subscription and it will pay him in dollars and cents to be a regular reader.

OPTIMISM AS A BUSINESS FORCE.

There is an unseen, yet powerful, force in business It is OPTIMISM.

The power of optimism is molding, working, creating, through all those indisputable laws and forces that run through business, those factors which are woven in the very spirit of commerce.

Every dickering, every sale, every trade, every step in collective or individual progress is consummated according to the power of optimism. Nearly every act of our work-a-day life is governed by this supreme spirit.

Belief in ourselves, our neighbors, our state and our nation, rises, forms, wavers or ascends, just insofar as we believe in eternal progress, just so far as we are optimists.

OPTIMISM IS THE POWER THAT PUSHES. It

is back of all success. It lubricates the machinery of hard work, thought, and concentration.

Some people say that opportunity is luck. Yet every man who lights his way by optimism sees opportunities which his fellowmen pass by, unseeing.

We work, we save, we better our conditions, we do all that leads us forward, because optimism is continually pointing out a new goal, pushing us onward, encouraging us, smoothing the rough places.

YOU must recognize optimism.

To gain success you must come into a conscious, vital realization of your relation to optimism. You must learn that belief in yourself must come first, and that you must open yourself to the greatest force in business—optimism. To grope around in the darkness of pessimism, wonder, fear and attempt, is to fail, to pass by the door of opportunity, or even to reach it, but find the latchstring pulled in.

Mr J. W. McCarthey
1038 6th Ave, City

STEPANEK & VONDRACEK HARDWARE CO.
Hardware, Stoves, Bicycles, Sporting Goods,
Cedar Rapids, Iowa,

This Statement must be paid on or before the 15th of Month following purchase.

Statement of your account for the Month of Sept. 30 1912

	FOLIO	DAY	ARTICLES	CHARGES	CREDITS	BALANCE
		30	1 No 68 Noble H. C + Reservoir	59 00		
		"	By Cash		20 00	
						39 00

FIG. 5

r J. W. McCarthey
1038 6th Ave City

Sept 30 12

30	1 No 68 Noble H. C + Reservoir	59 00	
"	By Cash		20 00
			39 00

CARBON DUPLICATE OF FIG. 5

Business and Store Management

A MATTER OF BARGAINS.

By Arthur Sheldon

Unquestionably the bargain era is passing. I believe that it is not necessary to keep up the yelping howl of bargains, day after day, as some merchants do. A woman does not like to feel that when she enters a ballroom or attends a reception, she is garbed in bargains. She wants to know that the merchandise she is wearing is absolutely right in quality, and, of course, she wants to know that the price is right. But the proper kind of sales talk will make price secondary.

Not long ago I had an interesting talk with a merchant who explained that he never took an article off his shelves and reduced it for one day and then jacked the price up the next morning. His specials were all jobs picked up in the open market and usually bought at somewhere around half the original price. This enabled him, first, to mark them at least 25 per cent. or 30 per cent. lower than the regular price and then continue to reduce the price until the final remanants were cleared out.

NEATNESS IN HARDWARE STORE

For neatness of arrangement of stock the store of M. Weichel & Son, at Waterloo, Ont., is a good example, as the accompanying illustration shows. Glass display cases and silent salesmen occupy the fore part of the



Interior of the hardware store of Weichel & Son, Waterloo.

store. All the receiving and shipping is done at the back, a railway siding being but a few feet away. An odd but striking arrangement of lamp goods and supplies is made in an alcove under the arch. Window displays are made a feature—one article always figuring prominently in each display.

ONE PRICE TO ALL.

In spite of everything a merchant can do there will be some of his patrons who believe that they can get reductions in price if they go after him hard enough.

As Hardware Trade remarks, every time a price is cut for one of these gentlemen an injury is done the merchant, his store and his other customers. The merchant's moral nature is weakened, so that he is an easier victim next time; the reputation of the store for fair dealing is impaired, because these favored customers will talk and if one man gets a better price than his neighbors, they have been injured by just that difference in price, for one man's dollar is just as good as another's.

A reputation of having one price to all is worth a great deal to any retail merchant, not only in profits but also in being free from the nuisance of having to go through a long "haggle" every time a considerable sale is made.

Whenever you refuse to cut a price you make the customer less likely to ask for a concession thereafter and you increase the respect in which he holds you. That respect is worth dollars and cents.

HAVE A CHILDREN'S DAY.

A plan that has been tried with success by a great number of stores, and in many cases has been made an annual or semi-annual event, is to have a children's sale day. It is recommended because of the splendid advertising it does, and also because it serves to make many friends for a store.

The best way for a merchant to conduct a children's day is to advertise it well several days ahead. Say in your advertising that that day is to be devoted to the children. It will pay to promise that to every child entering your store on that day accompanied by one of the parents a present will be given whether a purchase is made or not.

This plan, of course, can be varied, and for presents, we would suggest such things as, perhaps, a doll bonnet for every girl bringing her doll, toy balloons, or a purse which might cost you in the neighborhood of 18 cents a dozen, and in which you could place a copper.

For that day you can offer bargains in children's tools, toys and all sorts of little novelties. Use your windows in a big way in making your announcements. Get a good window display ready several days ahead of the time. Go into it with lots of enthusiasm, and make it a point on the part of yourself and your clerks to have the atmosphere of your store just as cheerful and sunny as possible.

CARE OF THE BRUSH STOCK.

Always straighten out the bristles of a brush and lay it back flat in its box immediately after showing it to a customer, says an exchange. In the fine hair goods, moth balls or gum camphor should be used to prevent moths from eating the stock. Tarred building paper, cut in small pieces and placed in the boxes, will also prevent moth-eating. Even if brushes appear to be in good condition, they are often moth-eaten, and this causes loss of hair, besides spoiling the working qualities of the brush.

CREEPER & GRIFFIN'S RETAIL CATALOGUE

Creeper & Griffin, Limited, retail hardware merchants, Owen Sound, have issued their sixth annual catalogue. Like prveious catalogues it is most complete. Including the cover it is 68 pages. Creeper & Griffin are to be congratulated. It is another exhibition of their enterprise. The catalogue is given a wide circulation in the country adjacent to Owen Sound, about 4,000 being distributed, and while the expense entailed is heavy, the business which it produces makes it a profitable investment. In a note to the purchasing public printed on the inside of the front cover is this commendable sentence: "Every order you give us is accepted with the understanding and agreement that if the goods you get are not perfectly satisfactory they can be returned to us and we will refund the purchase price.....We do a cash business and by so doing are able to give the public the best service, and, when quality is considered, the best price."

This year they have made a new departure. For a certain relatively small sum they have allowed three or four hardware dealers in other towns to use the catalogue, the printers changing the name and making such alterations in prices as may be necessitated by local conditions. There is obviously a suggestion here for hardware dealers in other towns. A catalogue like this helps them to meet the competition of the mail order houses.

GOOD BACKGROUND FOR TOOL WINDOW.

The background is an important part of a good window display. Many windows fail in this particular. The Mills Hardware Co., Hamilton, give particular attention to this matter of background. They recently had an excellent one in connection with a tool display. Four wooden pillars painted white formed the main construction. Across the top was lattice work made up of bits of uniform size. There were two brackets on each pillar and around the edge of each of these bits hung down. On the brackets themselves tools were shown. Tools were tacked on the pillars and on the background between the pillars. At the top of each pillar was a show card cut in the form of a shield. The whole made a real attractive background and showed the different lines of tools up to advantage.

A SUCCESSFUL MAN'S METHODS.

A man recently came into the store of a firm which has one of the best hardware stores in Toronto, and asked one of the owners to what he attributed his success in building up such a fine business.

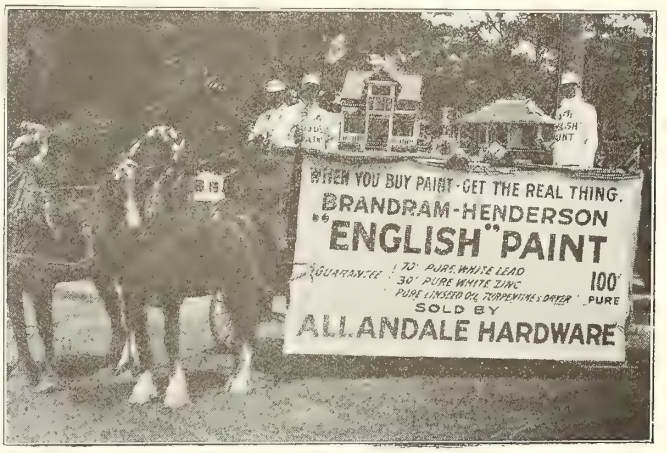
"To the fact," replied the retailer, "that we always get our goods out on time. None of this leaving orders on a file for a week or more for me. If a thing is ordered and we have not got it in stock just at that time, we don't wait for a few days until the jobbing house traveller comes in. We go and get it ourselves.

"Then, too, we don't allow our clerks to rush away just as soon as the 6 o'clock whistle has blown. If there are orders to be filled and the customers have been promised delivery that day, it is up to some of us to take the goods, and they are always taken. Even if no special request has been given to have the goods delivered that day, we always try to get the goods out the same day as ordered, so that when we open up next morning, we have not got a bunch of old orders to fill, but can start afresh."

It would be a good thing for all retailers to follow this plan. There are altogether too many men who do not hesitate to ask a person, when an article has been ordered rather late in the day, if they want it delivered that day. Such action gives a person the feeling that the retailer is not willing to oblige or that he is too considerate of his help. This latter is a good point for a man to possess, to a certain extent, but when it goes so far as to give a customer the impression he is under an obligation to the dealer, the sooner the dealer loses that quality the better for him.

DRAWING ATTENTION TO PAINT DEPARTMENT

J. S. Brunton, of the Allandale Hardware, took advantage of the diamond jubilee celebration at Barrie on Dominion Day to let the public of the twin towns know that he is selling paint, and the accompanying



The striking front of the Allandale hardware in the Dominion Day celebration at Barrie.

illustration shows how he did it. The Brandram-Henderson people co-operated by decorating the float, which was one of the features of the big parade. All along the route of the procession folders were distributed, and the parade covered the whole town of Barrie. Mr. Brunton added a small paint line only three years ago, but the great increase in his sales and the importance of his paint department fully justify his action in taking on a paint line.

HANDLE DRY BATTERIES

There is always a good demand from the drivers of automobiles for dry batteries, but the trade in this line is not in any sense confined to motorists. Every householder who boasts a door bell will need batteries at some time or other, every farmer who operates an engine will be a steady customer. The possibilities of trade are unlimited.

Last fall, in the middle of the harvesting season, a manufacturer interested in the production of electrical supplies happened to be touring through a section of the West in an automobile. He was almost amazed at the difficulty experienced in getting dry batteries and other supplies. Gasoline could be obtained at practically every hardware store, but the accommodation stopped there. They had to carry supplies with them in large bulk or count on being stalled regularly.

The hardware store is the place to which the motorist naturally turns, if there is not a garage in sight. The dealer does not, therefore, find it necessary to fight for recognition as a handler of automobile supplies. His trade is already made for him. Furthermore, the demand is not of doubtful extent. It is continuous and growing larger every day. It is highly satisfactory, for the average motorist is willing to pay the price and pay it down.

Window and Newspaper Advertising

WHAT PART OF RENT DOES WINDOW PAY?

There is a jeweler in New York City who pays $5,000 a month for a little room, on Broadway, about the size of an ordinary hen house, says an exchange. Hundreds of thousands of people pass this little place every day. The $5,000 is for the location—not the floor space. Therefore, of the $5,000 about $4,000 is for window display. Four-fifths of your rent is for your windows. Are you making them pay four-fifths of your rent? Don't underestimate their value. The size of your town has nothing to do with the case. If your rent is $50 a month, at least $40 is for your windows. Do you get that much out of them? You ought to get more! You can get a great deal more—if you try. It's up to you. You can make your windows the talk of the town—and that's only another way of saying more popularity—increased sales—a bigger bank account! The game is worth the candle—go after it.

VALUE OF PRICE AND SHOW CARD IN WINDOW

Especially in the show window displays use plenty of price and show cards that people can read at a distance. There is a feeling in the breast of nearly every human being that rebels against going into a store to ask the price of an article shown in the window. If, on the other hand, the article displayed looks good and the price looks reasonable, it sells itself to a great many people. Of course, there is the argument that the price placed on some high class lines might seem too high, and a probable customer might pass on. There may be an excuse for not pricing high priced goods, but with most lines, more people will be attracted than driven away by quoting the price.

Few merchants advertise specials of any kind without giving the price after the description. Price is the final clincher for the sale. In the merchants' advertising, something definite must be told. Show window advertising is much the same as newspaper advertising. The description of the goods is given by their display. Even where goods are displayed, sometimes a word or two of printed description is necessary.

SET DAYS FOR DRESSING WINDOW

There is a value in having a certain day each week on which to change your window display. If your displays are well arranged and attractive, people get in the habit of watching for each new one. Especially is this so if you put in an original or catchy display once in a while. People are always interested in these things, and they will be watching for the next.

Another good feature of having a set time for putting in displays is that it is much more likely to be done. If there is no particular time for it, you are inclined to put it off, and as a result many displays are left



A Window display of fireless cookers, suggesting to the housewife a new, cool way of cooking a meal. The background is covered with light colored crepe paper, as also are the sides, and on them are hung display cards. A bundle of firewood stands in one corner, labelled "the old way," while the woman is showing "the new way."—Courtesy of American Artisan and Hardware Record.

in longer than they should be. Knowing that on a certain day you have to change a window, you will be likely to be planning how you will arrange it.

ATTEND TO INSIDE AS WELL AS WINDOW DISPLAYS.

The value of an attractive window display is not denied for one moment by us, remarks an exchange, yet we do not hesitate to claim, if all the time and thought is given to the window display and none whatever to the inside display of merchandise, in the last analysis it will show that it will finally be proven that we have succeeded in "robbing one to kill another." In other words, we find that we have succeeded very well in attracting the attention of the buying public to our window display, etc., but on account of our poor display of merchandise within the store, on account of being neglected, the main point which we wished to accomplish—that of attracting the buying public to our store through our windows, and in turn having them buy a larger variety of goods, has been utterly lost.

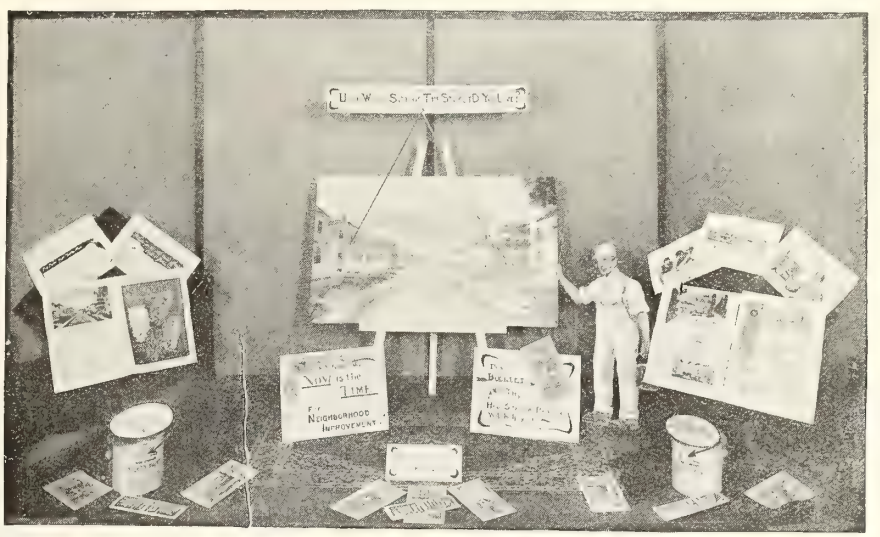
Of course, the goods in stock or in the store may be neatly arranged in the show cases and on the shelves, and tagged with prices, but at the same time there is not deliberate display made so that it will be the means of attracting special attention to the goods shown, and send the customer away with either goods or the value of same in mind.

By a good display we do not mean simply a little bit of goods piled up on the show case, with a tag or a display card stuck or hung on in some careless way, but we mean a more or less elaborate exhibition, arranged with the same care and taste that would be shown by you in getting up an attractive window display, and with the same kind of attractive or explanatory show card. Such a display will accomplish wonders for the average merchant, as he will be able to notice any interest taken on the part of the customer, and consequently "get the cue" and enter into a conversation with him regarding the particular kind of goods which he has shown interest therein.

A display of this sort, especially when a "Special Sale" is in progress in the store, gives the merchant a great chance to interest the buying public in other articles which he is carrying in his store, besides the bargain lot from which the special sale is made. Consequently, it will be the means of him not only making a special sale, but various other sales of other goods as well. It also has a tendency to secure the trade of the "chance customer," or in other words the one who simply came into the store to take advantage of the special sale, with nothing in mind but to simply purchase the one particular article which was on special sale. It enables the merchant to attract the attention of this "chance customer" to other articles in his store, with the possibility that it will result in him becoming a regular patron or customer of his store.

By giving this serious thought, we are satisfied that all merchants will certainly agree with us that the impression gotten by not only the "chance customer" coming into the store and taking advantage of the special sale, but the impression gotten by the regular customers and patrons as well, will have a tendency to build up the reputation of your store for always having merchandise neatly and compactly displayed, enabling them to ascertain at a glance any particular article which they may desire, due to the fact that not only one or two of your articles are conveniently displayed, but your entire stock is attractively, conveniently and plainly displayed so that any of it can be seen by any customer by simply glancing around.

Wherever there is any spare space in the store that is not absolutely needed for the comfort of the regular customers or general trade of the store, it should be made use of in some such way as described above. Displaying some article attractively so as to create a desire in the mind of the buyer to possess that certain article. Showing the goods is what sells them—displaying them attractively causes a greater and more general interest to be taken by the customer, as well as creates a desire on his or her part so as to cause the natural curiosity to arise and further information asked for, or perhaps better still, pick up the article and examine it with the result that the clerk or merchant in turn is offered a splendid opening upon which to base a conversation pertaining to the goods and which we are satisfied he will immediately see, will nine times out of ten result in a sale.



A window display designed to take advantage of the "Clean up and Paint up" campaign which is becoming so general in Canada and the United States. Lowe Brothers' products are used for the occasion.

You can't make things come your way by waiting for them. You get what you go after rather than what you wait for.

Retail Hardware Advertising

Some Suggestions and Examples for Progressive Merchants

Hardware Clearing Sale Advertising

By A. B. Lever

I am reproducing in this issue half a dozen clearing sale advertisements, which may serve as the basis for similar advertisements for other retailers throughout the country. In fact, that is the object I have in view as a rule when reproducing advertisements. Of course, it is not to be expected that the advertisements reproduced can always, or at any time, be copied exactly, but to the alert retailer they doubtless, at any rate, convey suggestions to him for his own advertising.

The advertisement of W. C. Stearman, Vancouver, B.C., is a neat and attractive one, 4½ x 4¾ inches. It is simple, but at the same time a good advertisement.

The arrangement of the advertisement of the Island Hardware Co., Victoria, B.C., is a little out of the ordinary. It stands out well and is of a "newsy" character. The original was 4½ x 5 inches. In writing to me in regard to this advretisement the Island Hardware Co. say that the advertisement brought them a large influx of new customers and incidentally almost cleared the remainder of their screen door stock. It is interesting in connection with this firm's advertising to note an additional sentence from their letter: "In connection with our idea of the value of advertising you will perhaps be interested to learn that we recently dropped our advertisement in one of the local papers, but in less than a month we have gone back again to the paper in question, and despite the somewhat prevailing quiet conditions, have renewed our contract for a larger space than ever."

The advertisement of the Bell Co., Halifax, N.S., is another advertisement somewhat out of the ordinary in style. It stood out well, but if a little more space had been given to it it would probably have been more striking. If the rules had not been so heavy for the size of the advertisement its artistic appearance would probably have been better. Taken on the whole, however, the advertisement is a good one. It was 4½ x 3¼ inches.

Harland Bros., Clinton, Ont., have a neat and tasty advertisement. There is no attempt to secure fancy effect, but it is a good advertisement just the same. As a matter of fact advertisements are often spoilt by attempting fancy stunts. They have taken the precaution to allow a fair proportion of white space, which always tends to make the advertisement stand out. The advertisement was 4½ x 5¼ inches.

The advertisement of MacNab Bros., Orillia, Ont., is a good sample of the advertising which this firm regularly does. They usually run an advertisement 6¾ x 5¼ inches. They, too, appreciate the value of white space. They never crowd their advertisements. What they say in their advertisements is to the point, and they say it well.

The advertisement of Fraser, Vancouver, B.C., is a good example of how small space can be used to advantage. This advertisement was only 2¼ x 4¾ inches. This is the usual size of their ads., but as they are not as a rule crowded they are quite effective and stand out well in the newspaper in which they are published.

ADVERTISING AND SALESMANSHIP.

By Norman Craig

Advertising is salesmanship. Its fundamental principles are identical with those of salesmanship, and its success is also dependent upon the right methods of application of these principles.

Advertising sells goods—in some lines without any aid of personal salesmanship. Personal salesmanship without advertising has accomplished much, but the big results come from a wise combination of these two forces; and in determining upon this policy and its carrying-out, the man who pays the bills must have absolutely harmonious co-operation between these two ends of his business. Neither alone can attain its full measure of success, but where each person performs its own functions well and avails itself intelligently and fully of the other's assistance (and only under such conditions), the earning power of expenditures in both directions is multiplied. To-day's prolific advertising literature has much to say about wanted appropriations. The losses from unsuccessful campaigns are variously estimated, running into many millions annually, and nowhere is there a weaker link in the chain than in the selling end. This is not a defense of intrinsically futile advertising, but a protest against the failure of many advertisers to make more than a perfunctory effort, or none at all, to get from their selling forces the full benefit of their heavy expenditures for advertising. The manufacturer who appropriates fifty thousand or five hundred thousand dollars to be spent in printer's ink, and then sits comfortably back in his chair and waits for the miracle to happen, expects his "copy" to carry the entire burden, and fails to use this tremendous force constructively in sales effort.

Who can tell how many advertising failures lay at the advertiser's door, due wholly to lack of co-ordination of his sales and advertising departments? How many advertising managers, inwardly at least, resent suggestions or criticisms from the sales department? And how many sales managers "get a grouch" when the advertising department "butts in?"

These are not two separate branches of business effort; they are identical in principle and purpose, varying only in scope and service. The largest results can come only from their combined harmonious administration.

ADVERTISE IN TROLLEY CAR

Among the methods of advertising used by the Geo. Taylor Hardware Co., of New Liskeard, is by means of posters in the trolley cars that run between Cobalt and New Liskeard. Ageneral outline of their stock is

given as follows: "all kinds of shelf and heavy hardware; miners, mill, railroad, lumbermen's and settlers' supplies."

USE YOUR AD. SPACE TO ADVERTISE

One of the most ineffective uses to which an advertiser ever put his space is simply to insert a card saying:

THIS SPACE RESERVED FOR R. JOHNSON & CO.

Who cares who it is reserved for? Nobody is interested in knowing that Johnson & Co. have made a contract with the publishers of the paper. Surely the dealer can give readers some more interesting news regarding his store or his goods or some new line he is putting in.

It is effective sometimes, however, to advertise a coming sale, as for example:

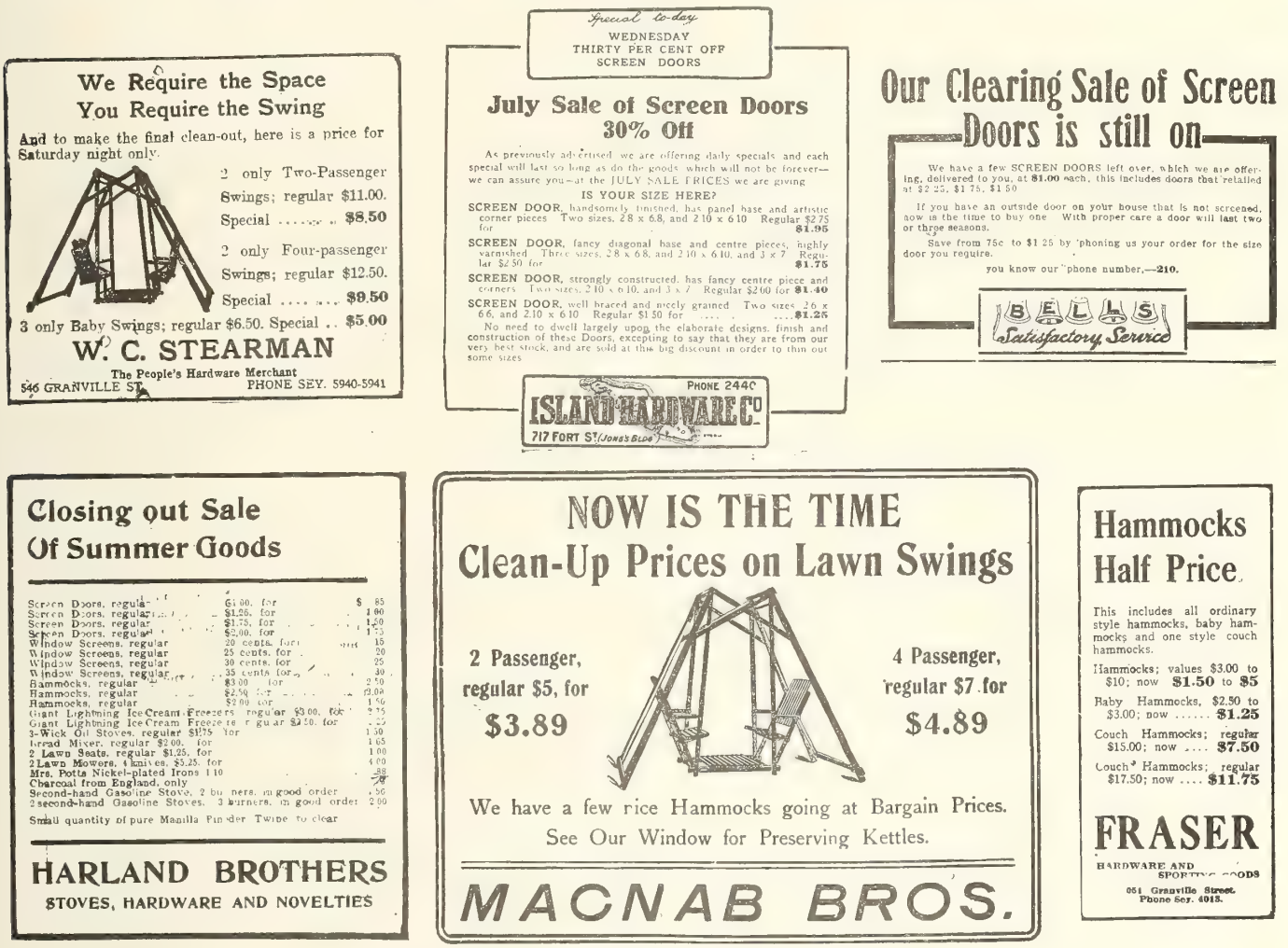
Next Week
Will be Advertised in this Space
The Greatest Bargains
ever offered in
Lawn Mowers and Garden Tools
Watch for Prices
R. Johnson & Co.

Now Johnson has given the waiting public something to expect. The ladies will not buy their new dresses until they have a chance to see what Johnson is going to offer. Next week when the paper is published interest in that advertisement will be sufficient to induce people to buy it and read it. Then the promise must be made good. There must be a showing of attractive prices, so that the ladies will not be disappointed; otherwise they will not wait next time for the advertised advertisement.

MARK TWAIN'S ADVERTISING STORY.

Once upon a time Mark Twain was the editor of a paper in Virginia City, and a subscriber who found a spider in his copy of the paper wrote asking whether this was good or bad luck.

Twain answered through his paper as follows.



A group of hardware clearing sale advertisements. See article.

"Old Subscriber—The finding of a spider in your copy of The Enterprise was neither good luck nor bad. The spider was merely looking over our pages to find out what merchant was not advertising, so that it could spin its web across his door and lead a free and undisturbed existence ever after."

No spider ever spins his web across the door of a busy advertiser.

A LONELY PLACE.

She (frightened)—"What do you intend to do with me?"

The Villain (fiendishly)—"I am going to take you to the store of a man who never advertises, and—leave you there."

She (fainting)—"Help! I am lost! No one will ever find me there."

Paint and Varnish Trades

CAREFUL BUYING SAVES MONEY.

By T. H Butcher

Once in a while a paint man is found who is in business more as a pastime, something to take up his time, a place where he can have an office, meet the people, jolly with the travelling men, etc. He does not really have to be in business and does not care particularly how much profit the business returns him. We all envy him.

Most of us, however, are not fixed that way. We have got to constantly keep figuring how we can make our business pay us better. Expenses keep creeping up, rents are higher, wages are higher, more expensive fixtures are demanded, etc. The many fads, fancies and almost freak color combinations some painters insist on force us to carry much heavier stock than we did a few years ago. Instead of turning our stocks oftener, as we should do, we find it hard to turn them as often. The retail game to-day is an entirely different proposition than it was twenty years ago. The merchant of to-day must keep an eagle eye on his business every minute. If he does not, the other fellow will and beat him to it.

Most dealers of to-day watch the selling end of their business carefully, planning sales, devising selling schemes, judicious advertising, bettering their store service and equipment. But how about the buying end of it? Do they give enough time and consideration to this most important part of their business?

Ask any travelling salesman if nine-tenths of the dealers are not careless in their buying and do not do a great deal of it by guess. They know they do. I have had salesmen tell me that in many cases they really felt guilty to take the order as given to them and sometimes suggest going more carefully through the stock to see if they could not proportion the order better. The salesman, the wholesaler, the manufacturer, and the jobber want the dealer to buy only what he sells. They do not want him to accumulate a lot of dead stuff in their line that must be closed up at a loss. No. They want to see their stuff sell, and at a profit to the dealer; then the next time they come to them they are met with a smile, not a well developed grouch. So I say, Fellow Dealer, use the greatest judgment in your buying of merchandise.

When the salesman comes for your advance order on your season's stock, do you know just how much of each article you sold during the last season, all your duplicates, special, and advance orders? You should know in order to give your advance order as it should be given.

Buying might well be divided into two essential parts:



Artistic treatment of paints, brushes and accessories in window display made by C. H. Smith in the Ashdown Hardware Company's store at Calgary.

First—Good judgment in the selection of wholesalers, manufacturers and jobbers.

Second—Buying in the right proportions.

In the first part some seem to be "natural born buyers"; others acquire it from experience.

But the necessary knowledge in the second part cannot be "born into a buyer," nor can it be acquired by experience. This particular part of the buying, in most cases, is done more or less by "guess work." That's why most of us have too much money tied up in sluggish stock.

AN OVER-CROWDED PAINT DEPARTMENT.

How many times a dealer will have a paint stock twice as large as the area of the store will hold! This is altogether too common a method of doing business. The dealer has a given amount of space and endeavors "to work it" to a finish, but in reality it is worked to a finality because it precludes the proper display of the various classes of paints and varnishes. It necessitates their standing around on the floor, in the aisles and on the counters, and the ultimate result of such a method is soiled labels, dirty cans, dusty stock and altogether unbusiness-like methods.

The dealer may think he cannot afford more commodious quarters. That is very true when the slipshop, unbusiness-like methods are considered, but take the same stock and put it into a well-arranged and well-lighted store, its value is enhanced one hundred per cent., and the trade will grow in proportion. A dealer can be the agent for the finest brand of paint products that he is able to secure and open up a store on a back street and have it over-crowded with merchandise, and the result would be very few sales, and ultimately he would have to sell out or be closed up by the sheriff.

Take this same stock of paint and arrange it in a proper manner and even in the same undesirable district, it would be materially enhanced; but move it on to a business thoroughfare, and only the most ordinary requirements would be necessary to see it grow in leaps and bounds.

It has been the writer's personal experience to visit a great many cities and towns, and probably the best arranged paint store he has seen was discovered in a small southern town where it was least expected. Upon inquiry, he found that this dealer was buying paint in carload lots and selling it in like ratio, the success of which was due to high grade business methods.

Any dealer can develop his business along these lines if he wants to, but if he prefers being indolent, of course such success is not desired and cannot be attained.

S. W. P. IN NEW BRUNSWICK

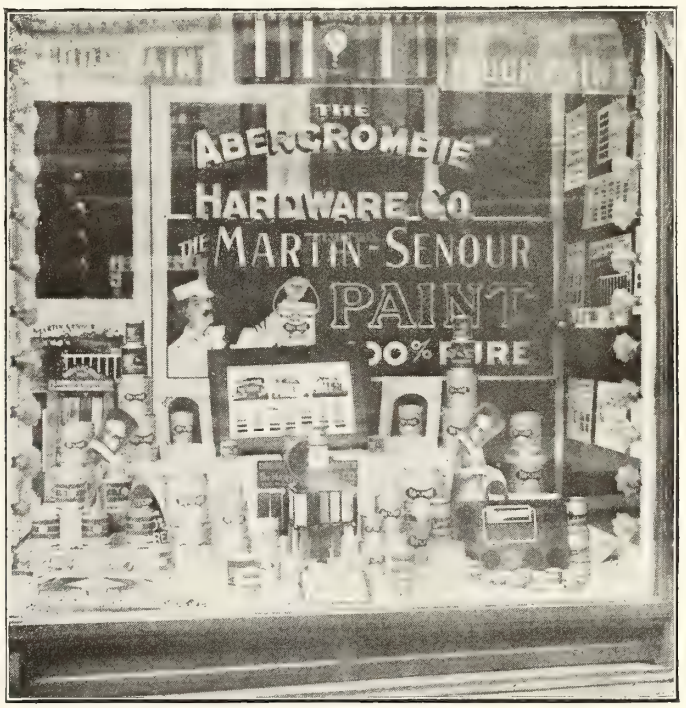
The Sherwin-Williams Co. have arranged with T. McAvity & Sons, Ltd., St. John, N.B., to represent them and act as their distributing agents in that province. Stocks will be carried by that firm at St. John. In announcing this arrangement the S. W. P. people have sent out a tasty card entitled "Ready for more business in New Brunswick."

MAKING PAINT WITHOUT GRINDING.

The International Color & Chemical Co., recently organized at Bridgeburg, has a capital of $100,000, for the handling of certain patents for a process of making paint without the usual grinding dry and grinding in oil processes now in use. They are not manufacturing at present for sale, but only to demonstrate to paint manufacturers the efficiency of the process, the purpose being to sell the right to large paint manufacturers to use this process on a percentage of their saving basis. This new process eliminates all grinding and accompanying risk of poisoning, and shortens time of production from twelve days to twenty-four hours. The plant at Bridgeburg is for demonstration purposes only.

WHY ENAMELS LOSE GLOSS.

Why, it is often asked, do colored enamels, particularly the darker colors, such as reds, browns and greens, lose that gloss more readily than do those enamels in which white pigment predominates? The answer, according to an exchange, is frequently to be found in a lack of appreciation by manufacturers and painters alike of the essential requirements of a true



Window display of paints in Vancouver hardware store.

enamel. In the case of enamels containing oxide of iron pigment want of sufficiently fine grinding is often at the bottom of the trouble. Such pigments require more grinding than oxide of zinc, and yet they often receive very much less, with the result that not only is there a gritty texture in the finished enamel, but there is not proper incorporation of the pigment with the vehicle. In the case of green enamels, chemical action between the pigment and the oil or varnish is not an infrequent cause of loss of gloss, and if this be the case it is the first stage of decay of the surface. It is for reasons such as these certain firms have come to be regarded as enamel experts, while others who may be good varnish makers or paint grinders are less successful in their enamel products.

Newton & Greer, Victoria, B.C., have opened a new wholesale and retail paint shop at Nanaimo. They also have branches at Vancouver, New Westminster and Esquimalt.

John Mitchell, traveller for the Canada Paint Co., was badly hurt at Port Credit recently, when a buggy in which he was driving collided with an automobile containing several ladies and a chauffeur.

Stoves and Housefurnishings

High Grade vs. Low Priced Stoves

In a recent issue of an American trade paper a large stove manufacturer made the statement that stove makers in the United States labored under six delusions. These were:

(1) That more stoves can be sold at low prices than at standard prices.

(2) That the large volume of demand is for low-priced stoves.

(3) That the purchasers of stoves do not appreciate quality.

(4) That consumers buy on price.

(5) That it is necessary for the stove manufacturer to "Meet competition."

(6) That the great majority of consumers cannot afford to buy high-grade stoves.

To find out if Canadian manufacturers were under these same impressions, the Journal sent a letter to several of them, asking their opinion. Several replies were received, but they were all along the same line —that Canadian makers do not think this way—so only a couple are reproduced.

The following is the opinion of E. Holt Gurney, sales manager of the Gurney Foundry Co., Ltd., Toronto:

(1) We are certainly not laboring under this delusion. Most of our trade is in a high class of goods, and if a manufacturer sells more cheap than good stoves, he has only himself or his sales department to blame.

(2) This is certainly not our experience.

(3) The purchasers of stoves do certainly appreciate quality, if they are shown. There are many inferior, poorly built ranges that are very attractive in appearance, and if the retail salesman does not exert himself to the point where the purchaser will understand what the difference between a poor stove and a good stove really is, of course price is apt to govern. Our experience, however, goes to show that in the majority of cases a high-grade range will sell.

(4) Canadian consumers do not buy on price, if they are shown a reason for buying on quality.

(5) We do think that it is necessary for a manufacturer of high-grade goods to meet competition from other high-grade manufacturers, but not from a man who makes poor stoves.

(6) We do not think that the consumer can afford to buy anything but a high-grade stove. When one considers the average consumer will use from $10 to $20 of fuel and perhaps $300 to $400 worth of food on a range during the course of a year, the percentage of waste due to an inferior stove will run him far more than the difference between a low-grade and a high-grade article in the first place.

Edw. Irving, manager of the Canadian Heating and Ventilating Co., Owen Sound, Ont., in answering these questions, says:

(1) That we believe that, properly handled, as many stoves can be sold at standard prices as at cut prices.

(2) The demand for low-priced stoves is, to a large extent, governed by locality.

(3) That as far as quality is concerned, locality governs to some extent.

(4) That the average consumer considers appearance as much as price.

(5) That the meeting of competition mainly applies to some of the cheaper lines of stoves.

(6) This is also a question of locality, as we find that Eastern people buy a better class of stoves than those sold in the West.

STOVES IN THE HARDWARE STORE.

Quite often we come across a hardware dealer who does not handle stoves. Asked for a reason, he'll generally say, "Oh, I haven't the room nor the time to devote to them." Of the man who adopts such an attitude, it can at least be said that his judgment is poor.

That a good line of stoves is a profitable investment for a dealer has been proven time and time again. Why shouldn't it be? Think of the time necessary to sell the small articles carried in the hardware store. A clerk will spend considerable time in selling a jack knife, some small cooking utensil or a piece of kitchen cutlery; in fact, his time may be occupied all day with trade such as this at only a profit of a few dollars when he might have sold a stove which would have netted a profit of from ten to fifteen dollars, with only an hour or two of work.

A great many merchants do not realize the fact that while their clerks may be busy all day selling small items, it is not the amount of business they do, but the amount of profit they receive from their sales that counts in the long run.

If a merchant will secure a line of stoves that is well known and advertised, and stick to this line, he will find stove sales will be easy and profitable. He should carry a full line of stoves at all seasons of the year. This is because of the fact that a great many people may not know a merchant carries stoves in stock until they come into the store to purchase some other class of goods.

If the stoves are shown on the display floor and in good condition, they will undoubtedly attract the customer's attention, and while the customer may not be in the market for a stove at that particular moment, the chances are that some time later he will be, and the impression made at that time will go far towards making a sale. The profit on the sale of a stove more than repays a man for the work necessary to keep stoves in good condition all the year around.

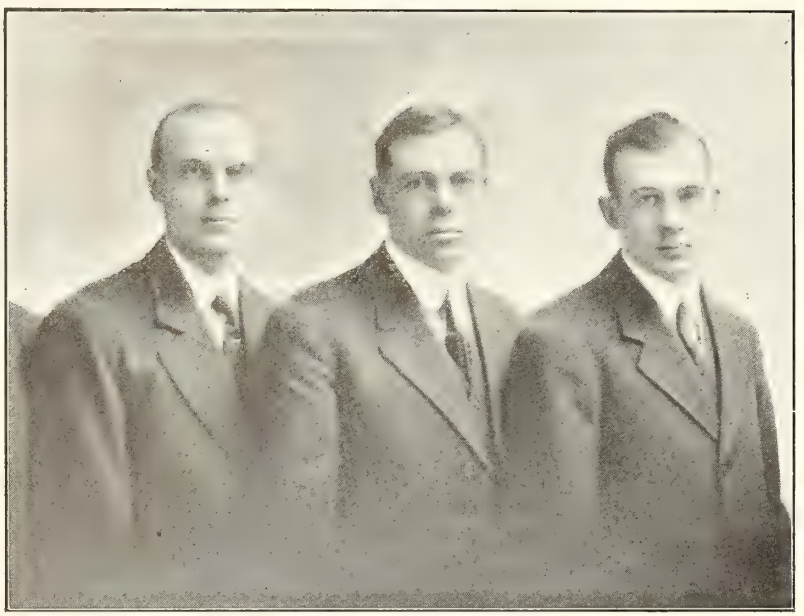
A merchant who sells high-grade stoves holds his trade. A merchant selling cheap stoves takes big chances of losing it. There will always be merchants who will be willing to take this chance, but they are like the speculator who is always betting on an uncertainty and who is never sure from day to day just where he is at. Merchants are proving day by day that it is possible and profitable to handle one good line of stoves and push this line. They get a fair profit, customers get their full money's worth, and if anything goes wrong they make it right immediately.

Successful Hardwaremen in the West

As a result of the rapid development that has come over Saskatoon there grew up in that centre a good demand for household and builders' hardware. With this as a cause there has come into existence The Fawcett Hardware Co., one of the greatest hardware concerns in Western Canada.

With success in business it was to be expected that a representative of such a progressive firm as this would be represented on the Council, so the president of the firm was elected to a position of great trust, a member of the finance committee, and as it is his first year's term of office, it is an especial honor. Alderman Fawcett was elected by a very large vote, thus showing the attention paid to the solid business man in the West. He is a great believer in building up sound business as a backbone to a community, so that there may be fine stores where goods may be bought "at home."

The arrangement of their store is excellent to expedite handling the stock carried, while particularly adapted to the requirements of the builder and Western



S. E. Fawcett, Ald. T. W. Fawcett, O. W. Fawcett of The Fawcett Hardware Co., Saskatoon.

needs, and would do credit to bigger cities; in fact, it surpasses many in quality and completeness. The prices are but little higher than in Eastern Canada and the staple lines little different. The fixtures are of the very latest type and insuring quick and efficient handling. Being possibly the largest hardware concern in Saskatoon, it is able to control the products of many of the very best manufactures. Exclusively carrying out an aggressive policy, a customer is treated with the same courtesy when purchasing big or small articles. It is also possible by buying in large quantities to sell at a price which smaller firms cannot, on account of being able to take advantage of discounts and other conveniences accruing to the bigger merchant.

The extensive patronage which they have, has been built up on fair prices and fair treatment—carrying only the very best goods obtainable. A stock of very great variety is carried of goods from Eastern and American factories and the arrangements for display are equal to anything to be found in the very largest cities.

The business has been running under the present name for a little over a year, from the time it was taken over from S. T. Kempthorne and formed into a limited company by T. W. Fawcett. When the company was organized Mr. Fawcett was elected president, he having been a resident of Saskatoon for six years, and being highly esteemed by business men. Associated with him are his brothers, S. E. Fawcett, who has had 12 years' experience in the hardware business with Wood, Vallance & Co., Hamilton, Ont., and with Marshall Wells & Comany, of Winnipeg, Man., for whom he managed their retail store at Brandon; and O. W. Fawcett, the junior partner, who has also had six years' hardware training in the Soo.

The combination is of the best to promote the interests of the business, as each director is trained specially for his position and there he is able to render most efficient service in building up this great business.

WONDERFUL GROWTH OF HARDWARE FIRM.

McLennan, McFeeley & Co., Ltd., Vancouver, B.C., has been reorganized and incorporated under the old name, and the capital stock of the incorporated company has been increased to $5,000,000. This will allow the same people with a larger capital to do an increased business.

The birth, growth and development of "Mc & Mc," as the company is known out at the Coast, is but another instance of the great vitality of the West. Early in 1885 the "two Mc's" came together as the heads of the present concern at Victoria, Mr. McFeeley coming from Minneapolis and Mr. McLennan from Winnipeg. The future of British Columbia looked so good to them that they decided to stay and grow up with it. They pooled their capital—not very much—and opened a hardware store. They quickly recognized that Vancouver was the logical commercial capital of the province, so in 1886 the "two Mc's" moved across to the mainland and opened a branch store. The big fire of that year wiped Vancouver off the map, but the ashes were still hot when the firm again were busy building.

In 1888 they moved from Powell street to a new building, where they began doing a wholesale business in a small way. In 1895 they were incorporated as a joint stock company with a capital of $250,000, and closing their Victoria store confined their energies to

furthering their interests on the mainland, expanding also their wholesale connections.

The Klondyke stampede in 1897 made for the members of the company their fortunes, for their company was one of the concerns able to take care of the flood of orders that poured in upon them. Branches of the business were established at Bennett, Atlin and Dawson by Mr. McLennan, and he had the distinction of being elected mayor of the "golden city." They were strenuous years, but they were fruitful ones, too, and the aggressive methods learned then helped make McLennan, McFeeley & Co. known among the hardware trade all over the continent.

In 1901 they built their first wholesale warehouse. In 1905 they reorganized their company, increasing their capital to $1,000,000, and taking A. Houstown, the secretary-treasurer, into the concern. In 1904-5 the branches in the Yukon were closed, and in 1908 they decided to confine themselves entirely to the wholesale trade. In this year also they completed their present hardware warehouse—a large, five-story and basement structure, covering three acres of floor space. In 1911 they built an addition for heavy goods.

The increased capital of the reorganized company will give the "two Mc's" the distinction of having the largest authorized capital of any commercial organization in British Columbia. They are also the only commercial firm now in existence who were in business in Vancouver at the time of the fire in 1886.

EASTENER GROWING UP WITH WESTERN

A young Eastern hardware man who has gone West and made good is Hunter E. Burgess, now of Brandon, Man. He is an Ontario product, and served his apprenticeship to the hardware trade with Clysdale & French, now B. E. French, Caledonia, Ont. Later he



HUNTER E. BURGESS.

went to manage the business of E. B. Davis at Cayuga, and in 1909 listened to the voice of the siren and went West, settling for a year at Brandon, Man., with Brown & Mitchell.

In 1910 Mr. Burgess travelled west from Winnipeg for the McClary Manufacturing Co., remaining on this ground for three years. Now he is back in Brandon, with his old firm—now Mitchell & McGregor, Limited—in charge of the retail end of the business, and with a financial interest as well in the concern. The firm is growing and so is its trade. At present the company is capitalized at $250,000.

Mr. Burgess in his younger days was quite a baseball player, and as well became early imbued with military life, in which he still takes great interest. He is a Q.M.S.I., and still retains his rank as Sergeant-Major of the 37th Haldimand Rifles.

O. L. CHRISTMAN JOINS SHERWIN-WILLIAMS

O. L. Christman has joined the sales force of The Sherwin-Williams Co. and will take charge of the territory in Northern Ontario which has, up to the present



O. L. CHRISTMAN.

time, been taken care of by R. J. Spalding. Mr. Spalding has been appointed to a special territory covering the manufacturing trade. Mr. Christman is a hardware man. He started his hardware experience with the old firm of J. M. Bond, Guelph. Later he was connected with Shurley & Dietrich, and for the last few years has been on the road for the Galt Art Metal Co. travelling through western and central Ontario.

SELL TO TRADE ONLY

The Ware Mfg Co., Oakville, makers of "Oakville" aluminium ware, who were accused of peddling their goods from door to door, state that they have no connection whatever with firms so doing. They do not sell to individuals direct, but only through the trade. They protect the trade in every way and do no business through any other channel.

Taken straight through, quality considered, the country merchant has the mail order house beaten on prices. It is ridiculous to say that retail mail order houses quote the lowest prices on all types of merchandise. If that is so, why do they advertise so strenuously? If their catalogues contained nothing but lowest prices, their hard work to secure trade would be superfluous; trade would flow to them as naturally as water flows down hill.

SALESPEOPLE

SHORT SHOP TALKS.

By Frank Farrington

It is better to refuse to deliver goods at all than to deliver them in an unsatisfactory way. What is worth doing at all is worth doing well.

It is a good plan to offer bargains but it is well to remember that unless there are some bargains for the seller as well as for the buyer, the business cannot prosper.

The man who thinks that he can learn all he needs to know about business without any outside help forgets that two heads are better than one.

If you find that you cannot get time in the store to read your trade papers carefully, why not take them home with you. You certainly need to read them.

Every dollar you spend each year for trade papers ought to pay you a return of ten or even a hundred dollars. If it fails to do so, the fault probably lies with you.

The clerk who spends his half day off sitting around the smoky hotel or club room will go back to work worse off than as if he had not had the time off.

How do you know you don't want any of the drummer's goods unless you look them over? He may have the very thing you are looking for.

Be careful how you under-estimate your new competitor. Just because he has little money and a small stock that is no sign that he may not have lots of business getting ability.

Do you want to know what will be of great value in helping you to build up your business and yet will not cost you a single cent to use? It is cordiality.

The more lines of goods you can handle well, the more customers you will have. But remember that I said handle well.

If you are cold-blooded in your way of handling customers, don't be surprised if the customers fail to get warmed up about buying.

The grouchy employer must expect grouchy clerks and grouchy clerks will make a grouchy employer.

Clerks can help the management by finding out what has brought customers in to buy, whether certain advertisements have pulled well or not.

Do people get waited on right away when they come into your store or do they have to stand around until half of their buying inclination is gone before they have a chance to buy?

HONESTY AND FAIR DEALING WIN OUT.

That it pays to play fair at all times is proven by the experience of the sales manager of a Canadian saw manufacturer's plant who recently attended a card party at which some valuable prizes were offered. In the course of the play the saw manufacturer noticed that a salesman who had been selling supplies to his firm was doing some unfair scoring. Becoming convinced of this the saw manufacturerer's representative figured it out that if the traveling salesman would not be straight in a card game he could not be depended upon in a business deal. On his return to the factory, therefore, he investigated the purchases which his company had made and his suspicions were proven to be well founded, the result being that the concern represented by the sharp card player was stricken off the list of firms from whom the saw manufacturer bought supplies.

Honesty and fair dealing will win out whether in private or business life and the traveling salesman or retail store clerk who wishes to succeed in life can draw a moral from the instance related.

CLEANING UP THE TOWN.

A good story is told of a Canadian hardware man who was so impressed with the selling talk of a travelling salesman that he bought "nearly a carload" of a certain sweeping compound and proceeded along the lines laid down by the salesman to "clean up the town." He printed some circulars and distributed them broadcast throughout the place, and he made some nice sales—but a "carload" of sweeping compound makes quite a tidy heap and takes up a lot of room, so he sent out his clerks on a house to house canvass. They were fairly successful, but did not like the work. He took on some of those brass-faced peddlers on a commission basis, but they were hardly successful—and the hardware man had half the stock left. He mentioned his plight to a hardware man in a nearby town, who said he would relieve him of his burden. The first dealer had bought the compound at the wholesale price of $6.40 a case, he told his friend, who immediately offered him $4 a case for what was left. There seemed no other way out so the first dealer accepted, his friend giving him a check on the spot. The stuff was shipped next day, and dealer No. 2 proceeded to distribute the sweeping compound among the hardware men in his town and vicinity—a case here and a case there—at $5 a case.

Dealer No. 1, after a short cogitation, and when he heard what his friend had done, began to rue his bargain. He might have taken some of his own town dealers into his confidence, he thought. But the deed was done, the goods distributed and the cash paid, so he left well enough alone. And instead of one town being cleaned up by a single dealer, there is another town close by being well swept by the trade through the selling of three-for-a-dollar tins of the sweeping compound for 75 cents.

THE STORE SALESMAN'S WIFE.

Do you ever think of the women behind the men whom you employ in your store?

For every married man and for many unmarried men at work for you, there is a woman at home anxious to have that man do his best and get ahead.

These home women know what their men's lives are like. They enter into the details of them and sympathize with them. They want their husbands, fathers or brothers to do better. They want them to be employed where there is a chance for advancement.

Is your store the kind to enlist the sympathizes of those women at home, and make them encourage their men-folk to work harder for the business, and even work for it themselves in their indirect but valuable way?

For everybody connected with a store there is nothing that is quite as useful as the trade journal. There is nothing else "just as good."

Don't let this talk about the retailer being an unnecessary factor in distribution disturb your sleep o' nights. Go right on making yourself so useful to your trade that they wouldn't know how to get along without you.

Canadian Hardware Manufacturers

Men who are helping to build up the manufacturing industries of Canada.

Born in that birthplace of the Canadian stove industry and the home of so many great Canadian stove men, Charles E. Stewart, president of The James Stewart Manufacturing Co., Ltd., Woodstock, Ont., first saw the light of day at Hamilton in the year 1863. His earliest associations were with the stove business, which is but natural, seeing that his father, his grandfather, and his great grandfather were founders. Being of a quiet, unassuming nature, Mr. Stewart does not take any credit for the success and prestige his company enjoys, rather retiring behind his ancestors' reputation, for, as he recently expressed himself, "Whatever ability I may have in foundry practice I probably come by naturally, being of the fourth generation in the foundry business."



CHARLES E. STEWART.

Mr. Stewart's great grandfather was a foundry owner in Irvine, Scotland, early in the nineteenth century. His grandfather, the late James Stewart, came to Canada and founded the present business at Hamilton in 1845, and his father, Wm. C. Stewart, was interested in the stove foundry until his death in 1899.

Mr. Stewart's own connection with the business covers a period of 30 years, he having joined the company in 1883. Coming from that fine old Scotch stock that believes in worth, his training differed in nothing from that of any other employee, although his father was at the head of the concern. During those early days of his training Mr. Stewart gained much of that experience that has since helped him. With knowledge he also got a liking for the work, and passing up the usual steps of promotion from junior to shipping clerk, to the invoice desk, then to accountant, he was in 1898 appointed assistant secretary. He was made secretary in 1900, secretary and managing director in 1906, and president and managing director in 1907.

In keeping with the development of the country the business of the company has also been increasing. This is due, of course, to the improvement of its wares, but to a great extent also to the methods of the man at the helm. There comes a time in all businesses when old ideas must be superseded by new ones if the pace in the race is to be kept up. So, when seven years ago Mr. Stewart took charge of the direction of the company's affairs he replaced a lot of the old designs with newer types; and since that time there has been a steady development and progress in the company's affairs. This development has been along practical lines, and such as appeals to the housewife.

Being a brotherly sort of man, with a love for home life he naturally sees things from the home comfort view. This has led Mr. Stewart to investigate, and experiment, and invent original improvements in his heating and cooking goods. One of these is the "circle waterpan" patent used in the "Good Cheer" furnaces. He had long noted that the lack of moisture was a weakness in the hot air furnace, and he worked until he had reached a solution of the difficulty with this invention, one that has been copied by others.

A strong believer in advertising, Mr. Stewart gives this matter his personal attention, and even here his home-loving instincts are foremost, as one can judge from the titles which he places on his wares, "Good Cheer" is a good example of this. To the advertising done by his company the subject of this sketch attributes much to the success achieved by them.

Nearly every man has his hobby, and Mr. Stewart is no exception to the general rule; only that his hobby takes a love in his work, which to him is something more than a pleasure and a recreation. Because of this he gets intensely interested in anything and everything connected with matters of design or construction, and gives them personal attention. This is the chief reason why he speaks glowingly and proudly of the goods which his helpers in the foundry turn out.

In association work Mr. Stewart is an enthusiastic worker. The Manufacturers Exhibitors' Association is not yet an aged body, but young as it is, Mr. Stewart has attended every meeting and exhibition so far held. He is the secretary's right hand, and is always willing to be of service. He is a member of this year's advisory committee, and he knows what he says is so when he states that the "Ottawa 1914 is going to be the greatest convention and exhibition ever."

Oakville ratepayers by an almost unanimous verdict passed a by-law favoring the location of the James Langmuir Co., Ltd., paint, oil and varnish factory there.

Passing Business Thoughts

By W. L. E.

Those who well spend a vacation gather energy for a year's business.

It is dangerous to go to sleep in business as well as at the switch.

A little dose of advertising helps to revive dormant trade.

Patience is a business as well as a religious virtue.

One should be tactful with customers as well as with fish.

Skilled fishermen do not confine themselves to one kind of bait. They experiment until they discover that which attracts the fish. Skilled dealers do the same when they are "fishing" for customers.

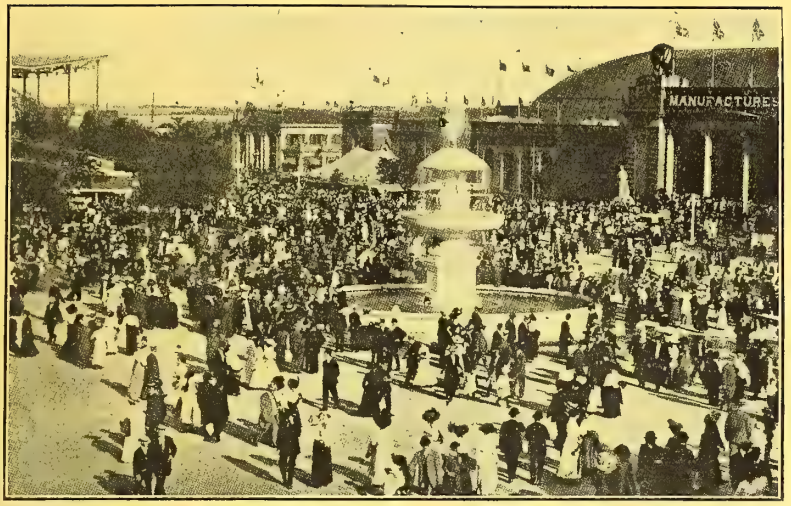


Photo showing corner of the Exhibition Grounds.

Hardware Exhibits at the Canadian National Exhibition

Held at Toronto, August 25 to September 8.

THERE is at least one feature which must have impressed itself upon those who visited the Canadian National Exhibition at Toronto, this year, and that was the appropriateness of the word "National," as applied to this annual affair, which has kept on increasing down through the years since its inauguration, until it stands out to-day as one of the world's most foremost annual expositions.

National in Scope

The exhibits this year emphasized the national scope of the exhibition. Every province was represented by visitors, and exhibits of natural resources and manufactured products. While the east led in displays of manufactured articles, the prairie provinces of Alberta, Saskatchewan and Manitoba were conspicuous with their wheat, and British Columbia with its fruits. The Maritime Provinces were also represented. Altogether, it was rather a revelation to those not fully acquainted with our wonderful country.

A Business Man's Exhibition

In point of attendance and in features of interest, the Canadian National this year was a great success. The number of business men in attendance was perhaps larger than ever before. Whatever it may be in other respects, it has certainly become a business man's exhibition.

The business man who visits it with his eyes open cannot help but find much, not only of interest, but of practical value to him. It affords the merchant an opportunity of getting acquainted with new lines, and of becoming better informed regarding the older ones. He receives valuable pointers that will help him to no little extent in his business.

Exhibits Extensive in Variety

The exhibits of interest to merchants were not only large in number, but extensive in variety. Descriptions and illustrations of many of the exhibits of interest to business men are given here. These should be of particular interest to those who were unable to visit the Exhibition, and will also serve to refresh the memories of those who were fortunate enough to visit it, and see the displays for themselves.

The displays of interest to the hardwareman were very numerous. In recent years, stoves and furnaces have become a big feature. This was particularly noticeable this year, when a good deal of space was given over to these lines. The place that gas stoves and heaters are securing was shown by the fact that the greater part of one building was devoted to the display of these lines.

Gas Cooking and Lighting

The Canadian Gas Association again held its convention in Toronto at the Exhibition grounds, the meetings during the first week being largely attended by representatives of gas companies and manufacturers who supply cooking and lighting equipment. Some very interesting addresses were read and practical discussions held on matters pertaining to the increased use of manufactured and natural gas for household purposes.

The gas association will hold its next convention at Ottawa.

Attractive Furniture Exhibits

An increased number of displays of furniture, beds and bedding were shown this year in the Industrial Building, but space is too limited there to enable much of a development in this branch of house furnishings.

A summer exhibition of furniture has been suggested in Canada, and if the gas association are not to hold their displays next year in the Woman's Building, this might be a very suitable place for the holding of furniture displays.

GUTTA PERCHA RUBBER PRODUCTS

The Gutta Percha & Rubber, Limited, Toronto, had two displays at the Exhibition. One was in the Transportation Building, where a showing was made of tires and tubes, and the second was in the Industrial Building, where were displayed samples of their other manufactured rubber products.

For hardwaremen and plumbers the interesting lines shown consisted of washing ringer rolls, rubber mallets, packing, rubber mats, force cups, belting and garden hose of varied qualities. The "Maltese Cross" brand, of course, stands at the top of the list, but the "Multi-Ped" corrugated woven hose—"the hose that doesn't kink"—came in for a great deal of attention. This is a commendable line for hardwaremen to handle. It has a strong selling point in that it may be tied up in knots and yet will straighten itself out

when released, without any injury to the hose. The secret of this is in the way the "Multi-Ped" is woven, and this, too, explains the superiority of the famous "Maltese Cross" brand the cotton and rubber are alternated in layers.

The other brands, too, have their friends—"Lion," "King," "Leader," "Cable," "Planet," "Kink-proof," and "Sun"—all high grade brands of hose made to suit a reasonable price.

The demonstrations made with the "Handy Andy" and "Simplex" force cups were interesting as showing the strength of these articles. The former is a splendid kitchen utensil, and as such should find favor both with the trade and with householders.

Interlocking rubber tile flooring as shown by the company is an article appealing to those carrying builders' hardware and interested in catering to building contractors. The sanitary qualities of this line, added to its neatness in finish, and the many designs, simple and ornate, into which it may be patterned, are strong and commendable features.

"Radium" valve discs, made of long fibre asbestos and rubber, now perfectly combined for the first time, were among the small rubber articles displayed. They are new and good, and are practically indestructible. These discs are made with both round and double d holes.

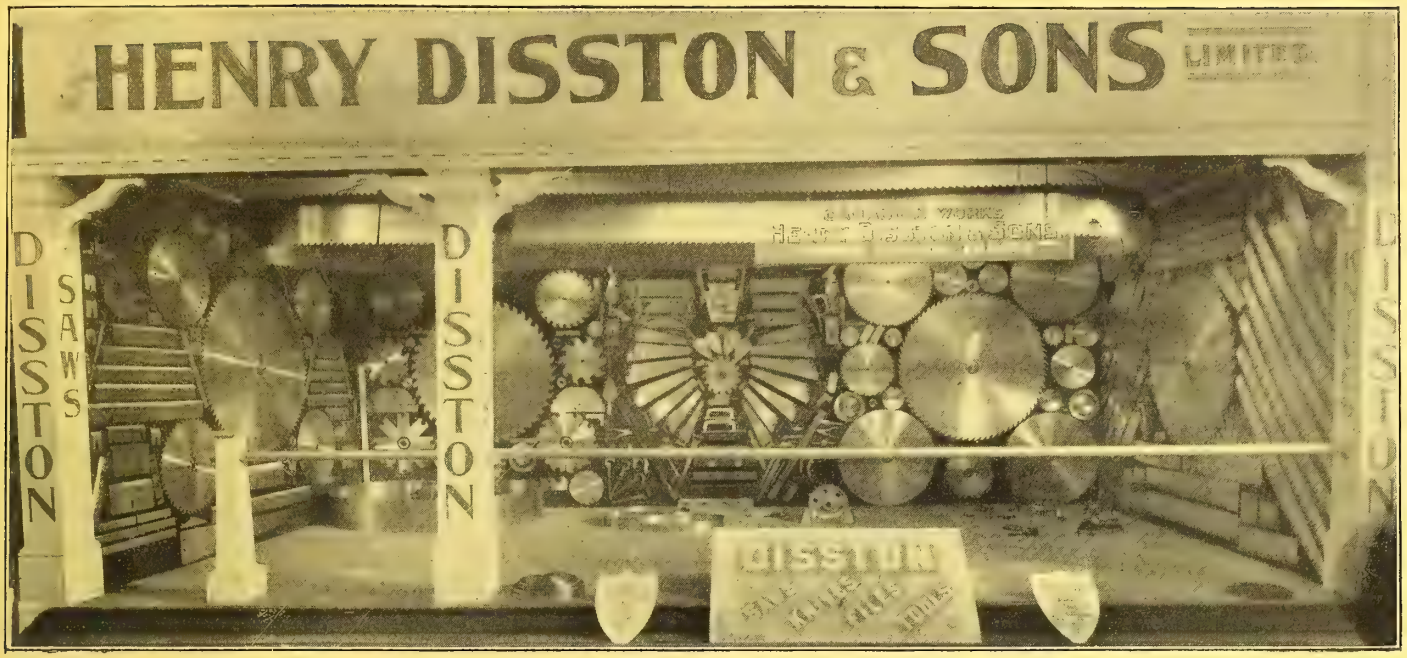
The rubber belting made by The Gutta Percha & Rubber, Limited, is suitable for all purposes. It has advantages over leather belting in that it is cheaper, and under certain conditions will give longer and better service. It can be used in damp places, in all kinds of weather, and being of even, uniform width and thickness, finished with a smooth metallic surface it gives a perfect pulley contact, with a resultant maximum power transmission. In plain rubber cover belting the principal brands are "Monarch," "Red Strip," and "Lion;" in stitched rubber belting the "Maltese Cross" and "Beaver" brands stand foremost.

These rubber belts may be had endless in any length, and rubber conveyor belting, elevator belting, ore belting, grader belting, etc., can also be furnished.

Besides these goods the exhibit displayed rubber boots and shoes, fire department hose and supplies—in fact all rubber goods from the crude article to the finished product. In the crude there was shown probably the finest display of rubber in the country.



Canadian National Exhibition—Gutta Percha & Rubber, Limited, products.



Canadian National Exhibition—Henry Disston and Son's elaborate display of saws for all purposes.

GREAT COLLECTION OF SAWS

Henry Disston & Sons, Philadelphia and Toronto, occupied a booth in the Industrial Building, which was thronged with visitors throughout the entire exhibition. Attracted by the beauty of the display, scores of merchants and mechanics constantly lined the railing and crowded the enclosure, inspecting what was generally credited to be the most artistically arranged display of saws and mechanics' tools that had ever been shown at a Canadian exhibition, and one which, to a great extent, showed the progress being made in Canadian manufacturing industry.

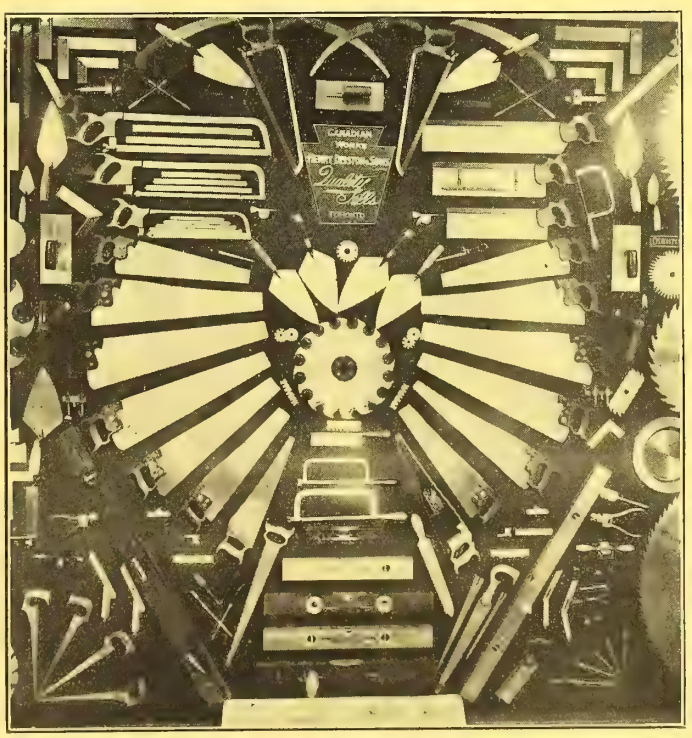
One of the first things to catch the visitor's eye on entering the Exhibition grounds is the large electric sign "Disston's Saws," on the top of their Canadian factory, just outside the grounds, and this sign, together with the display, must have had enormous advertising value to Henry Disston & Sons, as well as to every hardware merchant in Canada who sells this deservedly popular line.

An enormous band saw, 50 feet in length, 14 inches wide, made of 14 gauge steel, toothed on both edges, and weighing 200 pounds, was suspended across the top of the booth. Laying on a display table was another saw 14 feet long long, 3-32 of an inch wide, and weighing hardly half an ounce. Both were products of the Disston Canadian factory and everything in the saw line between these two extremes is also made by them, including circular saws from 2 to 100 inches in diameter for every known purpose.

Every Disston saw is specially designed to meet a certain need, and all their saws and tools, with the exception of the hand goods, are made at the Canadian factory.

"Our display is considered by many to be the attraction in this building," said Mr. Dingee, Canadian manager, and the mechanics who have visited us have shown keener interest than I have ever before seen at any exhibition. But though our display is beautiful to look at, every saw or tool you see can be inspected by any visitor. We will take any saw down and demonstrate the superior quality. Our object is to make the display educative and we are certain that future sales will result to the benefit of hardware merchants handling Disston goods."

Among the new lines shown were new patterns of hand saws, hack saw frames, coping saws, levels, trowels, and the No. 28 Triumph saw set, and a full line of files. As many as seven men were kept busy answering inquiries and showing the various lines in which visitors were interested, and judging from the results secured it is probable that another display will be made next year and an effort made to secure a larger space, the booth this year, although one of the largest in the building, being much too small to show the full line to the best advantage.



Canadian National Exhibition.—Henry Disston & Sons splendid display of saws and builders' tools.

MORRISON'S BRASS GOODS DISPLAY

One of the most attractive exhibits in the Industrial Building was that of The James Morrison Brass Manufacturing Co., Toronto. It was the best display yet made by the company, and whether viewed by day or night came in for much favorable comment. The exhibit covered the whole range of articles made by this company, though, of course, it was impossible to place on display samples of every line.

Electric and gas fixtures, railway and steamboat brasses, engineering and plumbing supplies—these, roughly, covered the range of articles supplied. The whole ceiling of the booth was given over to displays of electroliers, which, when lighted, made a most attractive and pretty scene. The back wall was devoted to showing wall gas and electric fixtures, indicators of various kinds, mirrors, and small engineering articles.

Other supplies grouped on tables and stands included steam gauges, valves, injectors, steam whistles, bells, oil and greas ecups, etc.

Special mention should be made of the new "J. M. T." locomotive injector, which was made a prominent feature of this year's exhibit. This injector has certain improvements patented by the company, and which are applied only to their own manufactured machines, which makes a decidedly simple and efficient injector. It is designed and built to meet every requirement of the modern locomotive, and by test and operation on the road has proved its efficiency in every detail. As a leading feature this injector has a patent adjustable centralizing fulcrum bracket, which makes for simplicity of adjusting or timing the forcer steam valve in conjunction with the final overflow; its centralizing pin is in such position that it not only centralizes the fulcrum bracket, but keeps it rigid. This bracket also allows the forcer steam valve to be re-seated, effecting thereby a great saving; and the bracket can easily be readjusted after the reseating.

On a table in the centre of the booth were shown a number of brass steam valves which have passed the Government inspectors throughout the Dominion, for it must be understood that Alberta, Saskatchewan, Ontario and British Columbia have each special provisions governing all valves used in steam work. These "J. M. T." valves have been approved in all the provinces.

Another notable exhibit was a steamship telegraph, for twin engines, which automatically indicates the direction in which the ship will go. Then there were some brass bells and whistles, a notable features of this last group being a "wildcat" steam whistle which runs the whole scale.

The "J. M. T." instantaneous steam water heater was another remarkable exhibit, especially suitable for public institutions. Besides other things it controls the temperature of the water for showers, etc., by a movement of lever handles.

All these goods interested the hardwareman in an especial manner, particularly those who are handling engineers' and factory supplies. Very favorable comment was passed on the exhibit as a whole, and many questions were asked those in attendance by visitors interested in some particular article or line. The company have recently gotten out some descriptive matter concerning their latest additions, and this will be sent to any dealer on request.

The plumbing goods which many hardwaremen are carrving also came in for a share of praise, and inspection as well. A number of the latest sanitary devices were exhibited as showing the up-to-dateness of this company.



Canadian National Exhibition The James Morrison Brass Mfg. Co.'s display of brass goods.



Canadian National Exhibition—Barr Registers, Limited. Display of Account Registers.

BARR REGISTERS, LIMITED

Exhibited in the Manufacturers' Annex for the first time at the Canadian National Exhibition, the Barr Account Register attracted marked attention from the merchants and business men who were looking for up-to-date methods of handling their credit business.

The big value of the Barr Account Register lies in the fact that it is more compact and quicker to operate and does away with much of the book-keeping, allowing the merchant to devote more time to other details of his business. Every account is handled at one writing, which gives the customer an up-to-the-minute statement of the entire account.

This is of great assistance in keeping accounts down to a reasonable amount, because with each purchase the merchant or his clerks see how much is owing, and if desired, a further extension of the account is stopped.

It prevents the bad accounts which occur from the old bookkeeping systems, by reason of the fact that the customer knows how his account stands at all times and does not buy beyond his ability to pay.

The Barr Register serves the good office of informing both merchant and customer as to exact conditions of all accounts, which saves the merchant arguments and disputes and satisfies the customer because he knows that his account is not confused with another.

A special feature of the Barr Register is the index, which is always ready to allow owing accounts to be located in the quickest way. The register is so constructed that 1,000 accounts take up practically no more space than 100 or 200, meaning economy in the matter of floor and counter space, and is more convenient to operate.

The fact that it aids in the collection of accounts in a most effective way—that it saves a great deal of time and work and worry—that it gives the dealer a thorough and up-to-date knowledge of the standing of his business, so that he knows instead of guessing, are all features that should commend the Barr Register to every progressive merchant. This newest and most complete system for the retailer who handles credit accounts is a basic Canadian patent, made by Canadian workmen for Canadian merchants.

This enterprising firm suffered a disastrous fire loss during the early summer, but are now, we are glad to report, in a position to make prompt shipment on all orders.

Owing to a mistake in the official program and catalogue of the Canadian National Exhibition, Barr Registers, Limited, were listed as being located in the Industrial Building, instead of the Manufacturers' Annex.

Hundreds of merchants, amongst whom were a large percentage of hardwaremen, visited their booth under the grand stand, and had the advantages of Barr Registers explained by the capable representatives who were in constant attendance.

Barr Registers are being installed in an increasing number of hardware stores in all parts of Canada, hardwaremen generally finding it better business to conduct a credit business along intelligent lines and with up-to-date equipment than endeavoring to put into operation a cash system which cannot, without loss of trade, be made to cover all retail accounts.

One feature of particular interest to hardwaremen is that in addition to the account registers cabinets are supplied including sections for card index fyles, letter fyles and invoice fyles. Hardwaremen frequently receive shipments of goods before invoices arrive, and the Barr account system through the invoice fyle enables exact account to be readily kept of such goods sold, duplicate slips being fyled away until invoices are received.

The Barr Register is undoubtedly the most complete account system yet offered to Canadian merchants, and hardwaremen should investigate its merits before adopting any other account system.



Canadian National Exhibition—McClary Mfg. Co.'s display of stoves, ranges, furnaces and oil heaters in the stove building.

McCLARY'S STOVES, RANGES AND FURNACES

Very comprehensive exhibits of their heating lines were made by the McClary Manufacturing Co., London, Ont., in both the Stove and Gas Buildings. In the former a special showing was made of their "Sunshine" furnace, and a practical demonstration was made of the "Sunshine" furnace gas ring, an excellent innovation in the fire box of the furnace by which a gas fire may be started immediately to heat the home. This should appeal strongly to the city man and to others in centres where manufactured gas is used, as by means of this gas ring the house can be given a nice heat, fall and spring, without the use of other fuel, and it can be made a splendid furnace starter at all times.

A splendid showing was also made of the higher class of steel ranges "Sask-Alta," "Kootenay," "Regina," and "Pandora" along with the "Famous" base burners and the new "Gladona" base burner. In the "Oak" line samples were shown from the lowest-priced to the latest double-heater. The double duplex grate of the "Sask-Alta," and the triplex grate of the "Pandora," with the removable firebox in these ranges, were the cause of much favorable comment. The new "Gladona" base burner has all the latest inventions of the McClary line attached, and in addition has a removable firepot, a feature that instantly takes the eye. All the ranges are made with tiled back on high closets and high shelves if ordered.

Besides, there were shown a full line of wall registers —"Mission" and "Junior"—in black, white, oxydized, nickel and brass finishes; and the improved "Famous" oil heater with new one-piece copper tank, new ratchet, and new oil indicator showing exactly the amount of oil in the tank at all times.

In the Gas Building displays were made and demonstrations given of McClary's instantaneous automatic gas water-heaters and tank-heaters; and a practical exposition was made of the new interchangeable range for coal, wood, gas or coal and gas together. It is not a combination stove, but an interchangeable one—really two stoves in one. It should be seen to be appreciated.

There was also a display made of the full line of 1913 series of gas ranges and heaters. The very latest item of the exhibit was the "Iwantu" gas iron, which the McClary Co. are making exclusively for the Canadian trade. It is an iron made on new lines. In moving backward and forward, because of its construction, there is no possibility of the gas being blown out. The gas consumption, too, is an item, one cent keeping it lighted for three hours. It can as well be used as a heater and for several other purposes.



Canadian National Exhibition—McClary Mfg. Co.'s display of gas stoves, ranges, water heaters and accessories in the Gas Building.

SOUVENIR RANGES AND HEATERS

Occupying a large booth in the centre of the Stove Building, The Hamilton Stove and Heater Co., Hamilton, Ont., made a magnificent display of their "Souvenir" stoves, ranges, heaters and furnaces. The elaborate decorations helped to set off to advantage the many good qualities of the line.

"Good cooking with the bother left out" is the slogan of the "Souvenir" line of ranges, and it admirably answers a description of them. These ranges are elegant in design, efficient and durable. Either the "Champion" or "Domestic" may be had in a variety of sizes and styles to suit the requirements of any family, and either coal or wood may be burned in them.

A striking feature of these ranges is the aluminized oven, making it bright on the inside. This aluminum finish also reflects the heat into the oven and helps prevent it escaping through the door.

The "Champion" has six cooking holes, and the "Domestic" four. They may be had plain, with a high warming closet, with a reservoir, or with any combination of these features. The heavy mouldings of the cast iron range together with the nickel trimmings give this "Souvenir" line an artistic effect to its beautiful design.

But besides beauty and good cooking qualities the "Souvenir" is a fuel economizer. Seventy years of experience have taught the makers what proportion the various openings and passages must be to get the most possible heat from the fire. The fire-box is deep and of generous size. It is built with straight up and down sides, leaving no place for the coal to lodge and burn more quickly than it should. So perfectly proportioned is it that there is not the least danger of it burning out before morning if left alone over night.

The grates are duplex, dumping the ashes and cleaning the fire without loss of coal.

To change the fuel from coal to wood, or wood to coal, all that is necessary is to reverse the grate. The reservoir lifts out for cleaning, and being encased in a cast iron frame there is no loss of heat. The "Souvenir's" warming closet has a falling drop to enable the dishes to be drawn out easily. There are also two small tea shelves for extra dishes or pots. If desired, this range line can be fitted with a hot water connection.

Besides the "Champion" and "Domestic" ranges the Souvenir line includes the "Royal," the "Auer," and the "Thrifty"—all of them for coal or wood consumption, and all of them with the "Souvenir" aerated oven.

In base burners the "Souvenir" is both self-feeding and double heating. It comes in three sizes. The "B" series also comes in three sizes, and both grades may be had with or without ovens. Their chief charms are that they are economical, convenient, durable and attractive.

"Parlor Dress" and "Standard Dress" are the company's oak line. The first named is a new line, and may be had in three sizes. It is strongly built and made for service, and has duplex grate. "Two-in-One" is a first-class heater and a high grade cooker combined. It is built for both coal and wood.

An important point to be considered in purchasing the "Souvenir" line of stoves and ranges is the guarantee which goes with every one of them. The company has a reputation to sustain and they pledge themselves that their products are of the highest class and perfect throughout.



Canadian National Exhibition—Hamilton Stove & Heater Co.'s display of Souvenir line of stoves and ranges.

In connection with the range and stove exhibit The Hamilton Stove & Heater Co. made a display of their "New Idea" hot air furnaces, the strongest arguments for which are made by users of the furnace. The heating principle of the "New Idea" shows that it is a saver of coal. All its parts are made strong and durable, the firepot and ashpit being particularly solid in construction. The radiator and combustion chamber, too, have heavy steel plate sides.

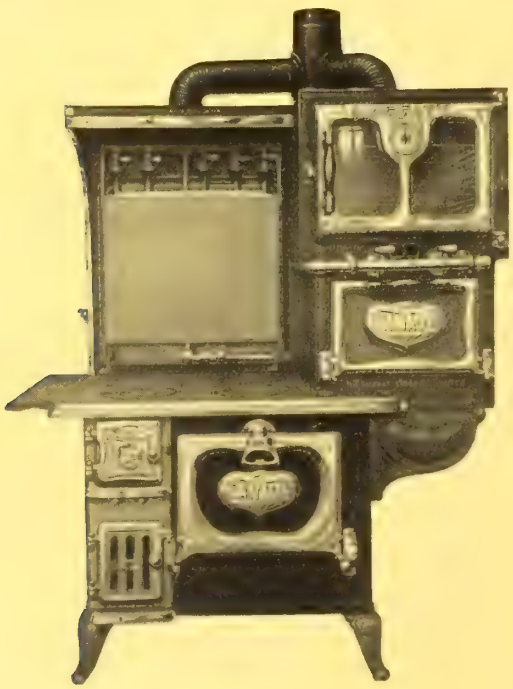
The furnace is an easy worker, the grates being perfectly fitting. Cleaning down the ashes is not hard work, as the duplex grates are built with that idea in view. These grates run on ball bearings and swing clear without sticking, throwing out the clinkers and keeping in the coal.



Canadian National Exhibition.—Moffat Stove Co.'s display of stoves and ranges. Note comprehensive line of "Canada" and "Nelson" ranges.

MOFFAT'S NATIONAL STOVES AND RANGES.

Certainly the best exhibit ever made by The Moffat Stove Co., Weston, Ont., at the Toronto National Exhibition, is that which the company put on this year. They are probably the oldest stove exhibitors at the Toronto fair, having made displays continuously for the past 23 years—first in the old building, and of late, since the building of the present stove hall in the same location, just at the west entrance. Looking back over this period of time it is possible to see the great advancement which the company has made in their products during that time.



Moffat's "Canada" gas and coal combination.

If one could pick out the most prominent stove lines displayed it is likely that the "Canada" gas and coal combination range would take first rank. Instancing the No. 16-59 we get the acme of the company's product. It is a range which occupies the space of one stove, and does the work of two. The four-burner gas table folds up under the canopy when not in use; and both gas and coal ovens can be used at one and the same time with absolute safety. There are no burners in the flues to close up. The canopy and ovens are both ventilated into the smoke pipe. In their No. 16-60 this Canada combination range there is a two-burner gas extension on one end, in addition to the baking and broiling gas ovens. These ranges can be had, at a slight additional charge, with an aluminum body if desired. In fact all the "Canada" line may be had with this body if desired. The "Canada" is made up of the highest class steel coal range and gas range combined in one. The demand so far has been very heavy for this line, and the company anticipate big sales right through the fall and winter.

The "Nelson" coal and gas combination also had a prominent place. It is a stove built on the same lines as the "Canada," but made to sell at a more moderate price. It is the "Nelson" coal range with gas attachments at the side and elevated gas oven, making a high-class, low-priced combination. Both these stoves were at all times the object of much attention on the part of visitors to the Exhibition.

In heaters the Moffat "Oak" lines hold a high place. No. 650 is now made in four styles—with return flue, return flue and hot air attachment, with oven, and with double heater for two rooms. The nickel parts of the 450 and 650, and, in fact all this line are made in the new style of carving with no raised projections.

Then there is the "King" and "Magic" base burners for hard coal; "Alberta" heater for soft or hard coal; "Togo" and "Daisy" for wood only; "Derby" and "Nugget," the latter a splendid laundry stove, for



Extensive showing of Moffat's "Oak" heaters and base burners.

coal or wood consumption. It has as well an elevated "Star" oven. When used for laundry purposes the stove can be fed through the boiler door. The "Derby Oak" is a low-priced stove, made in five sizes.

A new stove is the "Bon Chef," just put on the market. It is a cast iron, six-hole range in plain finish, and it has every indication of being a popular seller during the coming year. It is made both square and extended with high shelf and steel closet.

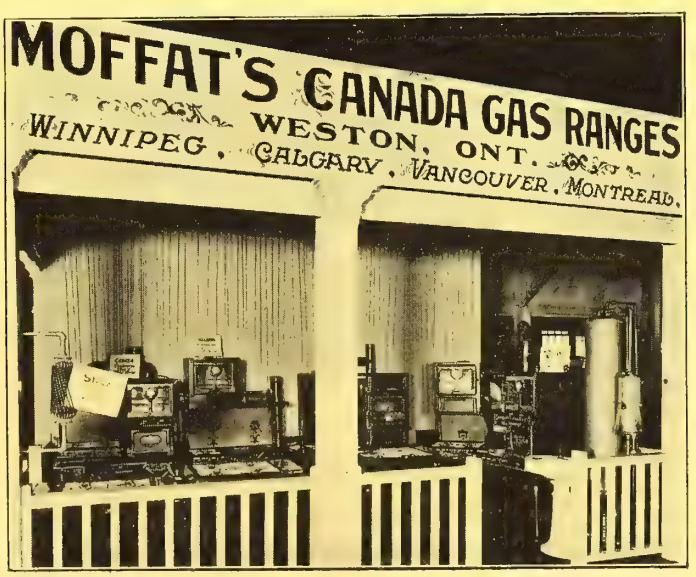
Of course the "Canada B" still retains its popularity as the high grade coal and wood range; with the "Nelson" a close second, the latter being a medium-priced stove. These stoves are heavily nickel plated on doors and trimmings, so much so that they have the appearance of silver plate.

The tile decorations on all the stove lines are unique. They may be had in a variety of designs, simple or ornate. Some of the striking designs showed floral effects and Dutch scenes.

An exhibit of Moffat's National gas stoves was made in the Gas Building, where samples from the company's 67 different styles, sizes and finishes of gas stoves were shown. From the Moffat line can be chosen the gas stove for use in the smallest cottage to the largest apartment house.

Here, too, the "Canada" and "Nelson" gas ranges came in for much favorable comment. All the Moffat "Canada" and "Nelson" gas ranges can when desired be supplied with coal or wood fire-box attachment for heating the kitchen, and waterfront for the bath, at a slight additional cost. This attachment is very handy for heating the house on chilly days before the furnace is lighted in the fall, and after it is allowed to go out in the spring. It is also handy as a garbage burner.

There was also shown in this exhibit the Stack water heater. A demonstration was made recently of this heater in the Montreal warerooms. It consumed 45 feet of gas an hour. In three minutes from the time the gas was lighted the water registered, on different occasions, from 73 to 145 degrees. On the tap being turned, the water ran out at the rate of two gallons a minute, but though fresh water was running in meanwhile, there was no lowering of the temperature. An actual estimate of the cost showed that 120 gallons of water were heated at a charge of four and a half cents.



Moffat's gas range display in Gas Building.

CANADA METAL COMPANY'S DISPLAY

Occupying its usual location, just inside the door of Machinery Hall, The Canada Metal Co. this year made the best showing of its products since they began exhibiting at the Canadian National Exhibition. Every succeeding year the company emphasizes in its display some one particular feature. This year the value of advertising is the point underlined. This is emphasized in the two electrically operated signs—one showing the "pouring of babbitt metal" by an able-bodied workman, and the other the clock labelled with the telling allusion "We have stood the test of time," an allusion to the effectiveness of W. G. Harris, the president's work in building up a company from nothing to one showing a turnover of a million and a half dollars a year.



Canadian National Exhibition—Canada Metal Co.'s display of their extensive metal lines.

The company made a special showing of a new manufactured line this year in their brass soldering nipples. This is a very fine line, as they are very heavy and have a long thread.

In babbitts a splendid exhibit was made of "Imperial Genuine," for very heavy engine work; "Harris' Heavy Pressure," the hardwareman's special, being made particularly for machinery bearings. This metal is the one most hardwaremen carry, and is sold oftener than all other kinds combined. Where light work is required the "Aluminoid" is used. This metal gives excellent results for light machine use.

Also of interest to hardwaremen and plumbers are the bar solder, wire solder, wiping solder and block leads. Extensive displays were made of these as well as metals for builders, canners, glaziers, electricians, newspapers, fishermen, brass foundries and a hundred and one other uses.

W. G. Harris, Sr., and W. G. Harris, Jr., with other representatives of the company were present at the exhibit all the time, and it was alone worth a visit to the Exhibition to get a smile and a handshake from Mr. Harris, Sr., the head and works of The Canada Metal Co.

CLEANING HOUSE BY "EUREKA" PROCESS

The Eureka Electric Vacuum Cleaner, as exhibited by The Onward Mfg. Co., Berlin, Ont., in the Manufacturers' Annex, drew a great deal of attention from visitors, particularly housewives. The "Eureka's" claims are strong and appealing to dealers and users By its use work, money and time are saved, while making the home absolutely clean. The "Eureka" weighs but nine pounds, and can be carried up and down stairs with ease. It runs over the carpet with a smooth, easy movement, and requires hardly any effort to operate. The nozzle of the "Eureka" runs on wheels, which enables it to operate over any floor surface or covering. It permits also of quick work.

The simplicity of the "Eureka" is one of its most attractive qualities. The electric current is under control at all times, and the bag is easily detached and cleaned. There are no complicated parts and the machine has no parts to get out of order. It has a strong suction, removing every particle of dirt and dust from carpets, rugs, portieres, mattresses or any article on which it is used, even cleaning the floor under the floor covering. An efficient motor, unexcelled in quality, workmanship and material, forms an important part of the "Eureka." The machine is built for hard usage and long service. The fan is of steel and is practically indestructible. The "Eureka" is fitted with an automatic oiling device, requiring attention once in six months. The whole machine is guaranteed, and in its use no harm can be done to the most delicate tapestry. The attachments of the machine include a 25-foot flexible insulated wire; canvas dust bag with clamp; hardwood floor attachment; aluminum tool for registers, bookcases, etc.; floor brush 9-foot web-covered hose; 5-foot extension tubing; aluminum backed brush for clothing, walls, etc.; aluminum nozzle for portieres; shut-off attachment, and adjustable connecting joint. These articles allow of the Eureka to be used for any possible purposes in cleaning the home.

The demonstrations of the "Eureka" drew much attention from the passing throng, so much so that at all times there were interested parties inspecting the machine and watching its capabilities. It was wonderful to see the easy way it took up dust and pieces of cloth and other foreign substances from the carpet and also the amount of dirt that was sucked in. Equally wonderful was the easy method by which the dust bag was emptied. It was simplicty itself. In all its processes of use the "Eureka" can be operated by the child as well as the adult, with just as good results.



Canadian National Exhibition—Onward Mfg. Co.'s exhibit and demonstration booth of Eureka vacuum cleaner.

AUTOGRAPHIC REGISTER CO., OF CANADA, LTD.

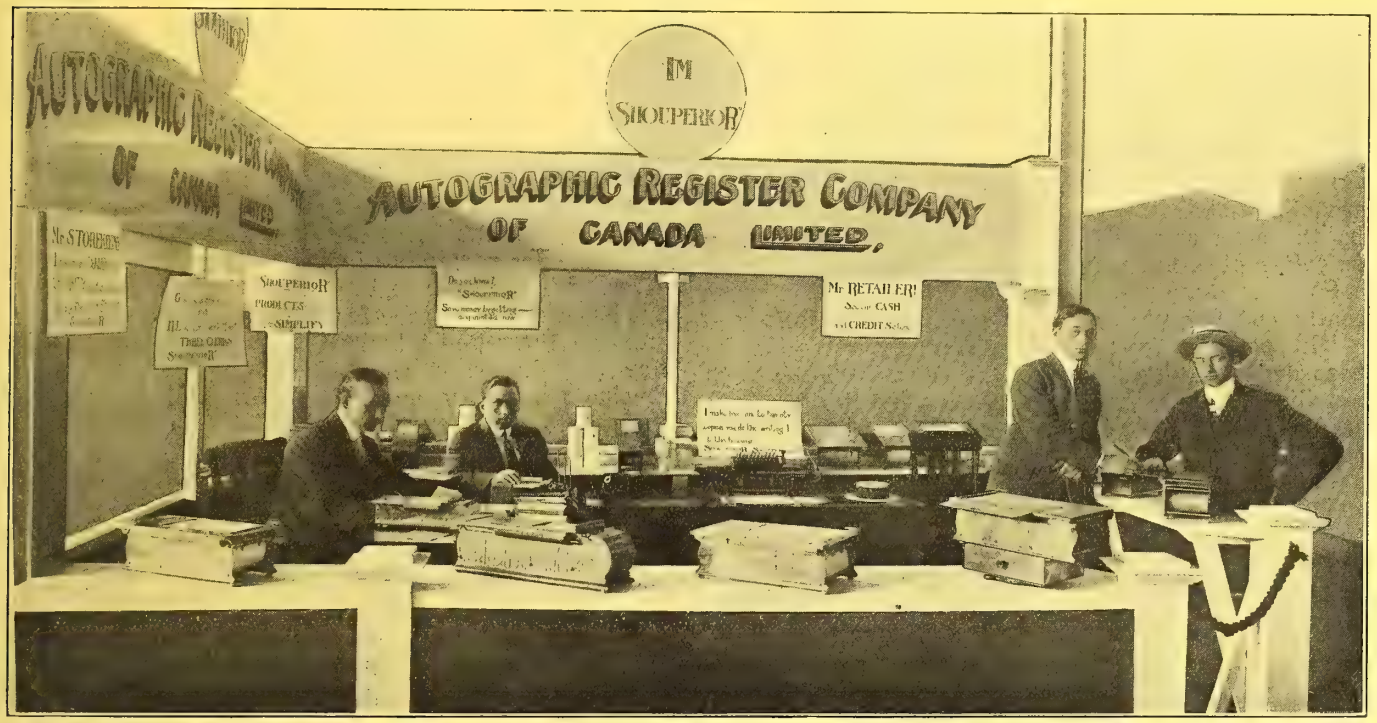
One of the new exhibits at the Canadian National Exhibition this year was that of the Autographic Register Co., of Canada, Ltd., in the Manufacturers' Annex. There, the various types of registers manufactured by this firm were demonstrated in a convincing manner to hundreds of interested business men.

The Shouperior Recorder summary is a safeguard for the merchant against losses and mistakes. In the making out of sales sheets in additional to the original, it issues not only a duplicate but also prepares a third or summary record, by which the manager has a check on both the clerk and cashier.

The operation of the machine is very simple, and all the required number of copies can be made without any greater effort than that used in making single records. A triplicate system of sales checks is printed and prepared by the manufacturers of Shouperior on rolls. These rolls run over a flat writing surface and by means of carbon paper, also supplied in roll form and interleaved with the sales checks, allow the three copies to be made. The original and duplicate issue from the register while the triplicate automatically deposits itself within, out of sight, and cannot be altered until the register is opened by unlocking with a key—that's the "safety valve." All that is written on the original appears in like manner on the duplicate and triplicate. The original is given to the customer—the duplicate goes to the office, while the third is taken out of the register at the end of the day to be examined and checked up for discrepancies.

Another big advantage of this recorder is its convenience. Once the Shouperior is prepared, it is always there and ever ready—the execution of one set of forms automatically prepares the next, carbon paper and all. There is no hunting for check books, no arranging of blanks or carbon paper. There is nothing to do but make the entry, and once made it cannot be changed, except by calling the error to the attention of someone in authority, because the summary record or the detailed record does not issue, but automatically locks itself up within the register. There are two types of machine records locked up. One is merely a concise "summary," the other is a complete detailed copy of the transaction. Either machine may be had at the option of the user.

The summary record when taken from the register is not a long sheet of paper as one would think with the issue of so many tickets, but on the contrary is a short and concise summary record containing the initial letter or name of department, sales check number, clerk's initials or number, and amount of sale, all of which are properly classified in respective columns, so that a few minutes' totalling gives the amount of sales of each clerk as well as each department, together with total sales, which should agree with cashier's receipts. The Shouperior provides the means for a quick analyzing of the day's business, in addition to giving a thorough check on sales that guards against losses and mistakes that clip the profits to such an extent in many establishments to-day.



Canadian National Exhibition.—Autographic Register Co.'s display of Shouperior Recorders.

Errors in posting, customers' complaints, returned goods, sales analysis, and many other features of the business system are facilitated, protected and quickly verified by the locked-up record provided by the Shouperior.

Anothre type of machine is the Shouperior Manifolder, which for manifolding work meets every requirement for speed, economy and system. It is adaptable to every line of business, and the alignment is perfect for three, five or more copies. It is used for delivery slips, bills of lading and every sort of manifolding. In this machine all copies pull out, none are left in as is the case with the recorders.

The Shouperior Registers give more convenience and security at less cost to the merchant and business man than any order system. They are manufactured by the Autographic Register Co., of Canada, Limited, Montreal, who will be pleased to give further information regarding them.

Motor Accessories in Hardware Stores

The number of automobiles in use to-day is larger than it ever was, and they are constantly increasing. Likewise, the number of hardwaremen handling automobile accessories is greater than it ever was, and they are increasing. There are still a large number of hardware retailers, however, who take the attitude of "Oh, what's the use, the garage gets all the business." Fortunately, this is not true, but it would be were all retailers to look at it in the same light.

But the hardware man who has his ear to the oiled road, says a writer in Iron Age Hardware, knows well that the buzz of automobiles is less frequently heard around garages; just for the reason that automobile owners are buying accessories from the hardware merchants wherever it is possible. They all know the difference between garage prices and hardware prices in the course of the season will go some pounds towards filling up the coal bin. It is only a matter of time before hardware dealers generally will carry automobile accessories, but those who get in while the going is good will have a running start.

Hardware Store Source of Supply.

Right now automobile owners in the smaller places are going to hardware stores for goods not kept in stock by the most complete garages there; for such things as cotter pins, bolts, nuts and the like.

Some of these points are brought out in a letter recently sent to us by a reader, which runs as follows:—

"In perusing your trade paper my attention has been drawn to the discussion carried on relative to the handling of automobile accessories by the hardware trade, and as one of those who have suffered the inconvenience of road troubles I am constrained to write you briefly on the subject. My viewpoint is entirely that of the retail purchaser, and as I am of the belief that I am not the sole sufferer of motor car troubles, I rather think that I express the opinion of many persons who use automobiles either for business or pleasure. In my own case the use of the car is part of my daily toil and in considering various incidents which have occurred during the time a progressively benevolent firm has deemed it a matter of wisdom to supply me transportation in the form of an automobile, with a monthly drawing account sufficient to defray the expenses of maintaining, I have been on the road practically all of the time.

Hardware Man's Natural Field.

"It is not my purpose to inflict you with a long discussion of all that has happened during the time that I have used a machine, but a brief description of the demands my machine must meet will enable you to understand just why I firmly believe those dealers who are in a position to do so should endeavor to supply the necessities which this demand creates.

"The territory covered by me includes five counties. A number of the cities throughout this section have a population of from 5,000 to 20,000. Practically all the cities of 5,000 and over have fairly progressive hardware stores, and practically every small town has one or two garages, while the larger towns have numbers in proportion. However, it is an absolute fact that but one out of ten garages carry anything in the line of auto accessories except oil, grease and, perhaps, a few lamps, one or two linen dusters and a number of small things that have just about as much value in time of trouble.

"It is quite easy to understand that a tail lamp will not be of any material benefit in enabling you to reach your destination when 'something happens' to the motor, yet it is an absolute fact that many modern alleged guardians of the motor-driving public situated at every approach to the different towns and existing under the name of garages do not have the simplest sort of mechanical supplies.

"It was my misfortune recently to be in dire need of a quarter-inch tap, and it was necessary to visit a hardware store to obtain the article. When entering the store my mind reverted to the various articles I had read upon the subject and the absolute ease with which that particular store could obtain a large share of my business if it would cater to it most forcibly impressed me.

"Accessories may be considered a side line by some hardware men, but I am certain that if your discussion of this question bears any fruit in awakening the hardwareman to a true appreciation, he will very soon reconsider his 'side line' idea and put automobile accessories in the category of prominent, profitable business.

Hardware Value for My Money.

"I do not have in mind any chance accident that requires auto supplies because that would be a precarious foundation upon which to hope for success in the handling of this line, but rather do I have in mind the fact that the hardware man—the man I deal with—stands for something in the community in which he lives. He has been in business for a number of years. He has a reputation for fair dealing. I carry a monthly account there and I believe that I get hardware value for my money; in short, I believe absolutely in his business integrity and I really would like to be able to go into his place of business and order supplies with that same feeling of confidence that I shall receive automobile value as I have in purchasing any article from any reputable house.

"I do not infer that all garage owners are dishonest or charge exorbitant prices for goods, but it does cost them much more to handle a few articles than it would cost the hardwareman to handle a complete line. And the element of business integrity, plus the saving through the economic distribution of automobile accessories through the hardware trade, would soon swing the scattered business of automobile accessories to its proper sphere, making it a source of profit to the retailer and economy to the public."

Display Important.

Probably in no other line of goods is display more necessary than with automobile accessories. Being only in their infancy they are entitled to the publicity accorded all new goods; then, the ease with which they move and the profit resulting make them worthy the most vigorous kind of pushing.

Richards-Wilcox Mfg. Co., Aurora, Ill., and London, Ont., are publishing a little monthly booklet entitled "Doorways," for the benefit of those interested in the company's output. It is, as the title-page says, "full of good sense, good humor, with a hunch for R-W products." The current number contains the list of prize winners who were successful in the essay contest on the "advantages and conveniences of installing sliding doors in the modern home." The first prize was won by Miss Blanche Ayers, Redkey, Ind.; the second, by John R. Higgins, of the Gregg Hardware Co., Detroit; and the third, by H. H. Cahoon, Pittsburgh. The three winning essays are also published, as well as a number of those receiving honorable mention.

Martin-Senour Paints and Varnishes are Advertised

And backed by the kind of Co-operation that insures, not only big sales to the dealer, but real satisfaction to his customers.



548,100 people in Canada are going to read about the merits of MARTIN-SENOUR Paints and Varnishes in the above publications this Fall.

Many of these people are right in your locality.

Connect up your store with this host of pre-convinced buyers.

Have us tell you more about our Big, New Advertising Plan to sell more MARTIN-SENOUR Paints and Varnishes for our Dealer-Agents this Fall.

The Martin-Senour Co.

LIMITED

Montreal Chicago Winnipeg Lincoln Toronto Halifax

MAIL DISTRIBUTION SYSTEM IN THE OFFICE

J. L. Watt & Scott, 27 Wellington St. East, Toronto, manufacturers' agents, have an excellent system for the distribution of mail in their office. Between the office of Mr. Watt and the general office is the system of trays shown in the accompanying illustrations.

Fig. 1 shows the manager's private office where the



Manager's office, J. L. Watt & Scott, Toronto.

letters are put in the trays. These trays have the name of the person for whom the letters are intended on a card at the end of the tray. A similar card is used on the other end of the tray. This is seen in Fig. 2 which shows the end of the trays projecting into the general office.

When the mail is opened and read, the manager puts the letter into the proper tray. These are distributed to the proper party without taking up any more of his time.

At first there was a door but all the letters were in a pile and were apt to be sent to the wrong person and be mislaid. The trays have proved very satisfactory and a decided improvement on the opening and door. The manager is not troubled with the sound of typewriter or talking in the general office, as one might expect from the openings between the trays. In fact, no more sound is transmitted to the inner office than when the door formerly used was closed.

RULES IN COST ACCOUNTING.

By E. W. McCullough

1st. Figure interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

2nd. Figure rental of all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive for renting or leasing to others.

3rd. Figure depreciation of all goods carried over, on which you may have to make a less price because of change of style, damage, or any other cause.

4th. Figure depreciation on buildings, tools, fixtures, or anything else suffering from age, wear or tear.

5th. Figure amounts donated or subscriptions paid.

6th. Figure all fixed expenses, such as taxes, insurance, water, light, fuel, etc.

7th. Figure all incidental expenses, such as drainage, postage, supplies, livery, expenses of horse, horses and wagons, telegrams, telephones, advertising, etc.

8th. Figure losses of every character, including goods stolen or sent out and not charged, allowances to customers, bad debts, etc.

9th. Figure collection expenses.

10th. Figure all other expenses not enumerated heretofore.

11th. When you have ascertained the sum of all the foregoing items, prove by your books, and you will have your total expense for the year, then divide this figure by the total of your sales, and it will show the per cent. that it has cost you to do business.

In making your new prices for the next year, you cannot use that figure, applying it at least to the inventory or cost price of the goods, because you must have your expense given there, and know your per cent. of expense as well.

12th. Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show profit or loss on the article.

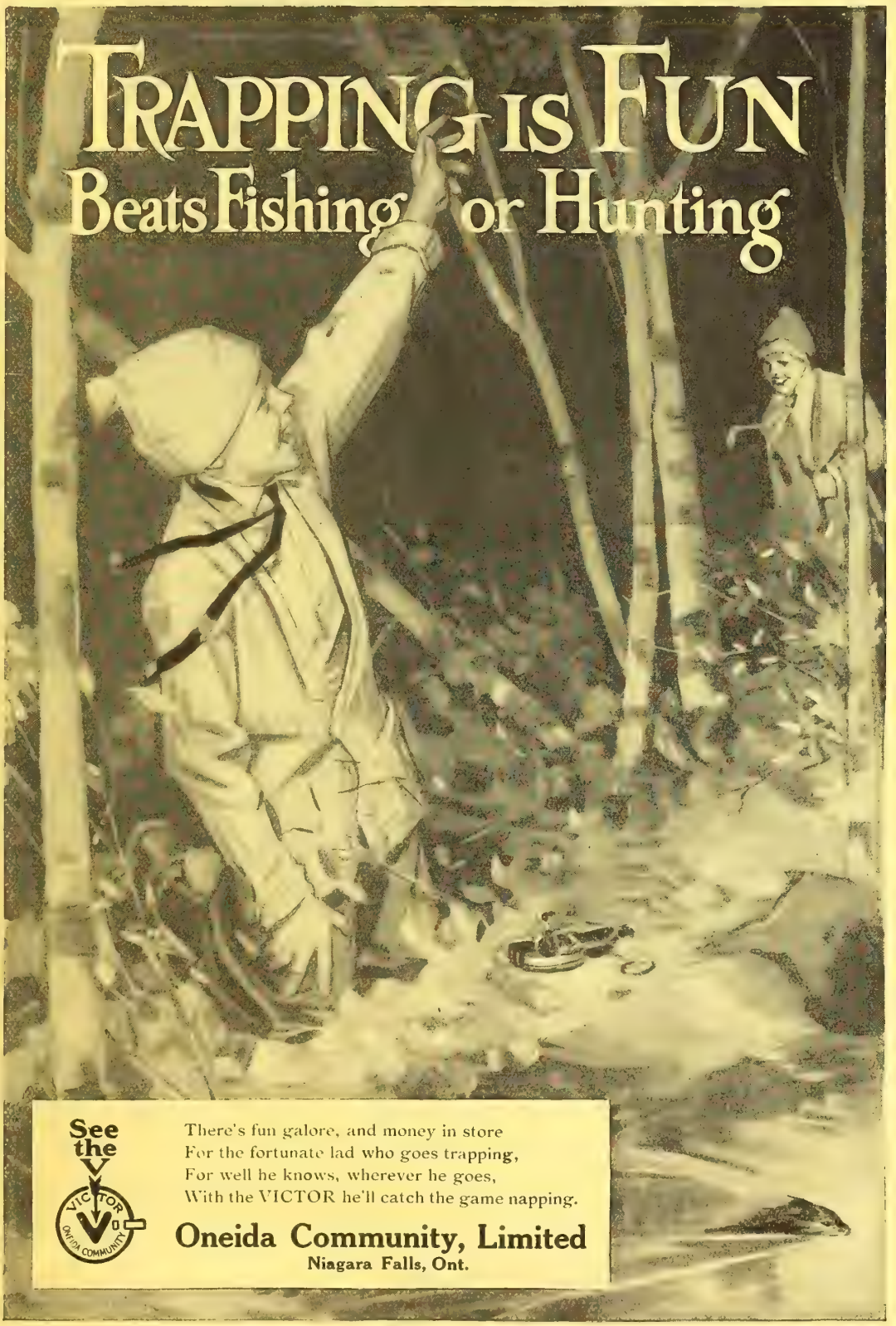
A stock book ruled in the first column, the date; the second column, receipts; third column, sales, and fourth



General office of J. L. Watt & Scott

column, stock in hand, will be very valuable in checking up sales and lost goods. It will also be of interest and value a year hence and increase in value with each succeeding year.

Watsons, Ltd., Toronto, makers of wire screens, are removing to Bradford, that town having granted them a bonus of $20,000.


TRAPPING IS FUN
Beats Fishing or Hunting
See the V
VICTOR
ONEIDA COMMUNITY
There's fun galore, and money in store
For the fortunate lad who goes trapping,
For well he knows, wherever he goes,
With the VICTOR he'll catch the game napping.
Oneida Community, Limited
Niagara Falls, Ont.



The Marathon Endurance

A RUNNER who enters a marathon must have more than muscle, more than speed—he must have *endurance*, mental and physical. An unforeseen hazard, an unexpected depression may crop up in the marathon where least expected.

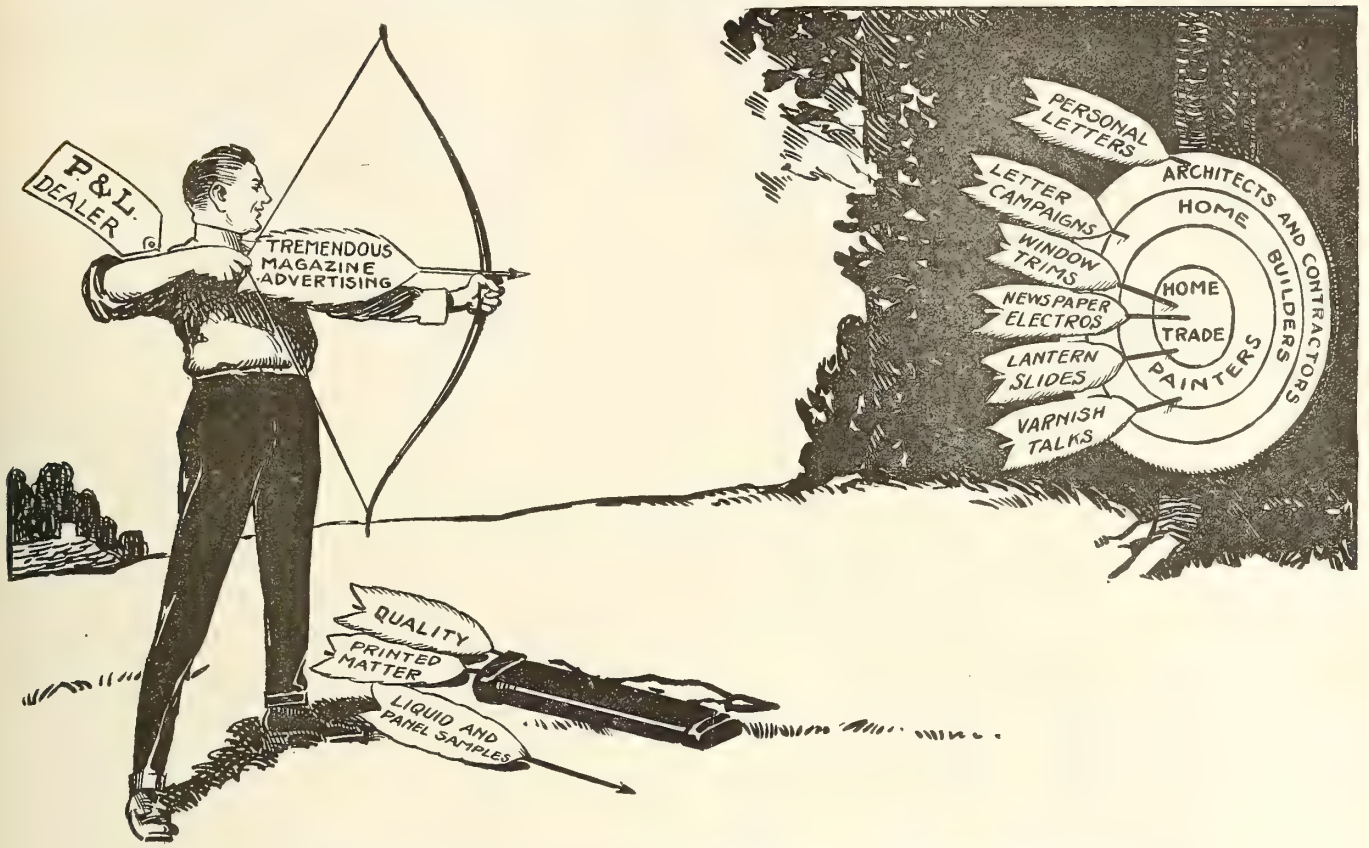
Endurance is the foundation stone on which America's greatest line of Varnish Specialties have been established—upon *endurance*, plus advertising. See that your shelves are well stocked with

Glidden's Green Label Varnishes
Endurance Wood Stains **White Enamels**
JAP-A-LAC
Flat Wall Finishes **Cement Coatings**

The stability of your trade will equal the endurance of these products if you meet the ever-growing consumer demand quickly, with the right color in the right can. Write for particulars about our dealer help, discounts and advertising.

THE Glidden Varnish Co.
TORONTO, CANADA

Factories:—Cleveland, Ohio; Toronto, Canada *Branches:*—New York, Chicago, London,



Get this Varnish Selling Ammunition

BE this Pratt & Lambert Dealer, supplied with ammunition to hit every mark on the varnish selling target.

From his shelves, varnishes of real quality — the best known varnishes, are steadily being moved, to his fine profit, due to the tremendous demand created by Pratt & Lambert largest and most effective magazine, varnish advertising campaign — Pratt & Lambert advertising to nearly one hundred thousand painters, through the Pratt & Lambert Painters' Magazine, *Varnish Talks* — Pratt & Lambert advertising to *everyone* who is building, by means of letters and booklets. All this selling power is hitched to his store by means of forceful store and window display features, printed matter, lantern slides and newspaper electros.

You're not getting this kind of varnish selling co-operation unless you're a Pratt & Lambert Dealer. Why not be one?

Write For Complete Pratt & Lambert Dealers' Proposition Now.

Pratt & Lambert-Inc., 30 Courtwright St., Bridgeburg, Ontario.

Pratt & Lambert Varnish Proposition

Quality Sales Profits Repeats...

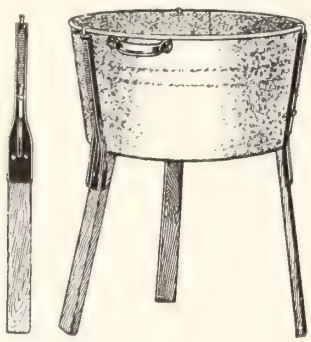
Factories: Bridgeburg, Ontario New York Buffalo Chicago London Paris Hamburg

New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The Burrowes Mfg. Co., Toronto, have in their "Banner" ash sifter a sifter that is quick, clean and easy to operate, no weight to lift, no back breaking shaking, no handle to turn, simply rocks like a cradle. The rocker motion, the oblong shape, the height and the large screening tray all tend to make the ashes sift quickly and freely. The sifter is 12 x 18 x 18 inches high. The ash can is strong and handy for the garbage man. All parts are galvanized, also the screen and the iron rockers are japanned.

The Luther Grinder Mfg. Co., Milwaukee, Wis., have just put on a new line. This line is the "Luther" wash tub legs set for the kitchen. These legs can be attached instantly to any tub—iron or wood—and can be removed and stored on a shelf if necessary. Or the legs



may remain on the tub. The tub cannot fall or slide off the legs, nor will the tub move around and splash water on the floor. The legs are rigid and strong; they fit any size of wash tub; are adjustable to different heights, and are quickly attached.

The McClary Mfg. Co., London, have secured the right to manufacture the "Iwantu" gas iron exclusively for Canada. This iron can be attached to a gas jet or to a tap on the gas range. It heats in four minutes and is ready for any kind of work—light or heavy, wet or dry. It is odorless, and by its use the excessive heat from the stove or range is avoided. It is a saver of time, money and labor. It is so constructed that the flame cannot extend outside the body of the iron, thus making it impossible to burn or scorch even a delicate fabric. The iron burns 70 per cent. air and 30 per cent. gas. For ten hours' ironing the cost is but three cents.

G. N. JACOBI PROMOTED

Mr. G. N. Jacobi has been appointed assistant treasurer of The Peck, Stow & Wilcox Co. Mr. Jacobi has been for many years associated with this concern, and through his former capacity as general sales manager enjoys a wide personal acquaintance among the company's customers, and the hardware trade in general. The Peck, Stow & Wilcox Co., located at Southington, Conn., New York, N.Y., and Cleveland, Ohio, was established in 1819, and are manufacturers of mechanics' hand-tools as well as tinners' and sheet metal workers' machines. Mr. Jacobi will make his headquarters at Southington, where the eastern factory of the company is situated.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The Hughes Electric Heating Co., Chicago and Winnipeg, have published a small booklet descriptive of electric cooking by "the Hughes way," and illustrative of their electric stoves, ranges, ovens, hot plates, radiators, toasters and fireless cookers, the claims for the use of which are that the heat is exact and uniform always, and the results are accurately gauged. Cooking utensils remain clean on these stoves, and a turn of a switch controls and lights the fire; electricity, of course, being the fuel. In the use of electricity there is an economy of heat not possible by any other method, and the Hughes oven, on a pyrometer test, is still at baking heat for an hour after the current is turned off. Another economizing feature claimed for the Hughes is the direct application of the radiant heat to the utensil, giving it a 25 per cent. greater efficiency than an ordinary electric disc stove. The cost of current for cooking is low compared with other fuel. In once city where 300 Hughes ranges are in use in average cost per month is set at $2.50 The various Hughes electric stove products are made to suit the convenience, taste and purse of the small household as well as the largest home, hotel or club.

McFarlane-Douglas Co., Ltd., Ottawa, have just issued their new catalogue, No. 5, illustrative and descriptive of their "Crown" lines of steel ceilings and side walls. Among these lines are steel shingles, sidings, ceilings, side walls, corrugated iron, cornices, skylights, ventilators, plasterers' corner bead, fire-proof doors, windows and shutters, all steel doors, kalamein doors, windows and interior trims. The book is splendidly gotten up and printed, the illustrations being of the first order. There are some 80 pages in the catalogue, and it contains much useful information for dealers and users of this line of goods.

The Gendron Mfg. Co., Ltd., Toronto, have in their new 1913 model "A" catalogue illustrated and detailed descriptions of their baby carriages, collapsible go-carts, baby carriers, etc. The illustrations are half-tones printed on coated paper, thus giving a very fair idea of the various articles depicted. The great range of these goods take some 128 pages to describe; and an important section is that devoted to repairs and parts, which are illustrated and given in tabular form.

The Niagara Falls Metal Stamping Works, Niagara Falls, N.Y., have recently issued their 1913 catalogue (No. 20) of their chain and chain goods, and until one has seen the booklet it would be difficult to believe that so many types of chain were made. The company have appointed A. C. Penn, Inc., 100 Lafayette St., New York, their selling agents for their goods. Heretofore they have been selling only through catalogue, circular and correspondence. The new selling agents will put samples of the complete lines of these chains in the hands of their salesmen in both Canada and the United States, as well as keeping a display in their New York offices.

Advertising is the editor-in-chief of the commercial world—the interpreter which sets to print the needs of mankind—the sap of the business tree distributing to the millions of consuming leaks.—Douglas N. Groves.

Here is a Profitable Line of Finishes to Push this Fall

There are a great many people who will be touching up the interior of their homes with paints and varnishes to make them cosy and comfortable for the winter months. In every household there are many articles of furniture, etc., that just need a coat of paint to make them look bright and good as new. This gives paint dealers a splendid opportunity to make profitable sales in some lines by going briskly after this business for the next few months. Here are three splendid finishes for this fall trade :

CP SANITONE

SANITONE. A flat drying oil-paint for decorating interior walls and ceilings in the popular soft velvety effects. It is durable, sanitary and artistic, and can be washed with soap and water without injury. Made in 24 pleasing shades. People are learning more and more how they can beautify their homes inside with a sanitary and durable oil-paint, instead of germ collecting wall paper that fades and requires renewing every year or two. The fall is a splendid time to push Sanitone.

CP SUN VARNISH

SUN VARNISH. A good all-round varnish that will meet the needs of your customers for general purposes. It is made of high quality materials by expert varnish makers, and has splendid working qualities; gives equally good satisfaction on doors, store fronts, wagons, boats, porches, ceilings, etc., and inside woodwork, bathrooms, furniture, etc. Nearly every home has use for such a varnish at this time of year.

CP SUN VARNISH STAIN

SUN VARNISH STAIN. For staining and varnishing at one operation. This is an excellent product for renewing the finish on marred or shabby furniture and woodwork. It is made in all the popular hardwood shades. Sun Varnish Stain is a combination of unfading stain and durable varnish that gives great satisfaction owing to its usefulness and splendid wearing qualities.

We can help you make good sales in these lines—ask us for particulars

CP PAINTS & VARNISHES
STAINS, ENAMELS, COLORS
a finish for every surface
THE CANADA PAINT CO. LTD, MONTREAL, TORONTO, WINNIPEG.

Canadian Trade News

Curry & Lind have started a furniture store at Edmonton.

The Mineral Paint Co., of Le Pas, Man., has been incorporated.

P. A. Jones has commenced in the furniture business at Veteran, Alta.

Wm. Peaker, formerly in hardware business at Brampton, is dead.

The Guelph Malleable Iron Works have begun operations, employing 120 men.

The Imperial Wire & Cable Co. will erect a $1,500,000 office building at Montreal.

The British American Oil Co. intend erecting an $8,000 warehouse at London.

Harry Everest, Preston, has joined the sales staff of the Metal, Shingle and Siding Co.

Fire in the Adams Hardware Co.'s store at Orangeville, recently did $10,000 damage.

The Western Canada Brass Foundry are erecting a plant at Calgary to employ 250 hands.

The James Stewart Mfg. Co., Woodstock, held their annual picnic recently. It was a huge success.

The Great West Wire Fence Co. are to erect a $100,000 plant and employ 50 men at Fort William.

The Fort William Brass Foundry has been reorganized as the Varlow Foundry Co., with a capital of $40,000.

The Maritime Nail Co., of St. John, N.B., have leased a mill in Germany, where they will roll their own rods.

A. H. Coplan & Co., makers of hard iron, brass, aluminum, etc., contemplate erecting a new plant at Hull, Que.

Alex. Milne, manager of Burns Hardware Co., Vancouver, was married recently to Miss Kate Robertson, of Calgary.

W. R. Hancock, stove and furniture dealer, at Toronto, died there, aged 83 years. One of his sons, Ernest C., is manager of the Gurney Foundry, Hamilton.

Jas. Alves, late of W. H. Scroggie, Ltd., Montreal, has gone to Regina to act as buyer of hardware, silverware, crockery and sporting goods for C. W. Sherwood & Co.

The Cochrane Hardware Co., Sudbury, with branches at other northern Ontario points, has increased its capital from $250,000 to $500,000. The company are building a new store at Coppercliff.

The Economy Fuse and Mfg. Co. are opening branches in the larger cities of Canada. Chas. B. Ellis, lately with the Canadian H. W. Johns-Manville Co., has been made manager in the Dominion with headquarters at Montreal.

The Dominion Metal Specialties Mfg. Co., Ltd., London, Ont., capitalized at $40,000, has received an Ontario charter, to carry on a general agency business. The provisional directors are C. E. Santo, J. S. Ferguson and Jno. Harvey.

Herbert Brooks, for the past ten years with H. H. Otton & Son, Barrie, has joined the Hamilton selling staff of the McClary Mfg. Co. Albert Hoople, receiver at the Hamilton warehouse, has gone into business with his father at St. Catharines.

The Starr Manufacturing Co., with headquarters at Halifax, has changed hands. At a meeting of the shareholders, held recently, it was decided to sell out to the J. C. Mackintosh Co. The Starr Iron and Steel Corporation will be the new concern, with a capital of two millions of dollars. The object of the sale is to supply new capital and make expansion possible.

BUSINESS CHANGES.

QUEBEC

Montreal—H. W. Serchuk, hardware, registered.

Lennoxville—White & Wiggett, hardware and groceries, sold to Craig C. Chaddock.

Louisville—L. A. Nobert, hardware, loss by fire.

ONTARIO

Toronto—Ritchie and Allen, Okotoks, Alta., purchased Jas. G. McBrien's hardware.

Cobourg—Barfett Bros., hardware, damage by fire.

London—J. E. Young Co., hardware, fire loss.

Ottawa—Central Hardware Co., Ltd., liquidation appointed.

Toronto—C. G. Bailey, hardware, sold to Ernest Maycock.

Windsor—Baxter Hardware Co. moving to new store at 26-28 Pitt street.

Ft. William—Wells & Dibbin, tinsmiths, commenced.

SASKATCHEWAN

Colgate—Saunders & Lamont, hardware and implements, sold to Mundy & Fox.

Neudorf—David Funk, tinsmith, commenced.

Mawer—Mawer Hardware Co., opening new business.

Wilcox—H. Cox, tinsmith, succeeded by Cox & Weston.

Wilcox—A. E. Weston, tinsmith and hardware, succeeded by Cox & Weston.

Hughton—W. R. Stewart & Co., hardware, commencing.

Briercrest—Thomas Young, hardware and implements, burned out.

Francis—J. W. McLeod, hardware, closing store and removing business to Limerick.

Aneroid—Waller & Thompson, hardware.

ALBERTA

Warner—David Marshall, hardware, sold to J. P. Whitty.

Athabasca—P. W. Dueck, hardware, burned out.

Edmonton—J. S. Anderson, hardware and groceries, commenced.

Acme—Randall & Brown, hardware and groceries, commenced.

C. EDWARD WOOD GENERAL SALES MANAGER

The Peck, Stow & Wilcox Company, of Southington, Conn., New York, N.Y., and Cleveland, Ohio, manufacturers of mechanics' hand-tools, tinsmiths' and sheet metal workers' tools and machines, builders' and general hardware, have announced the appointment of Mr. C. Edward Wood to be general sales manager. Mr. Wood has a wide personal acquaintance among the trade, both in the United States and in Canada, gained by many years of successful salesmanship, including not only his association with The Peck, Stow & Wilcox Co., but his previous connection with The Simmons Hardware Co.

Mr. Wood will make his headquarters at Southington, where, in 1912, the company erected a large modern plant equipped for the production of mechanics' hand-tools and tinners' and sheet metal workers' machines.

Wherever you go these big advertisements are there, making this trade mark and name so familiar that one cannot think of Paints and Varnishes without unconsciously connecting "*Sherwin-Williams*" "Best quality—All uses."

These bulletins and signs are effective advertising, but they are only a part of the extensive program of Sherwin-Williams publicity. It includes newspapers, farm journals, home magazines, bill-posting, lantern slides for moving picture theatres, attractive trims for Agents' windows, interesting portfolios and booklets for free distribution, also a monthly publication for architects, painters and decorators. Each Spring our mailing circular with color plates is sent to nearly every property owner in Canada who is a possible customer for S-W Agents.

All this advertising has a powerful influence on the sale of S-W products, but it is the exceptional quality and value of the goods themselves that makes the publicity so effective. This great selling force, combined with the close co-operation between S-W Agents and the Company, affects one way or the other, the trade of nearly every paint dealer in the country.



Find out more about the Sherwin-Williams proposition, then you will know how it affects the success of your business. Ask for our book, "How to Make Money in the Paint and Varnish Business," it is sent without cost or obligation.

THE SHERWIN-WILLIAMS CO.
of Canada, Limited
PAINT, VARNISH & COLOR MAKERS
LINSEED OIL CRUSHERS
MONTREAL, TORONTO, CALGARY, WINNIPEG, VANCOUVER, LONDON, ENG.

Market Situation

Hardware Markets. Trade is running along smoothly, with no particularly outstanding features. The market quotations are firm, and there is a briskness in ordering, due, no doubt to the opening fall trade. Even in the West—about which we have heard much of late—there is a good tendency toward better things. Jobbing houses out there report conditions sound and prospects are bright. Retailers are said to be making satisfactory demands for goods. Slowness of collections still seems to be the bugbear.

Early in the month a new price list was issued on copper belt rivets and burrs. The new figures show advances. Corn brooms, too, show a tendency to go higher. On the other hand there is a decline in wire quotations.

The new prices on wire and products, says The American Metal Market, shows that prices have declined to a basis of $1.65 for nails, this being $3 a ton under the old official price of $1.80, and $1 a ton below the open market, quoted since July 1. The large jobbing trade has been advised by the leading interest that its prices were revised to a basis of $1.65 for nails, or $3 a ton under the old official prices, covering plain and galvanized wire, wire nails and painted and galvanized barb wire; also that contracts written under date of August 1 on the basis of $1.70 for nails would be revised to the $1.65 basis, and that shipments made in the interim would be adjusted to the reduced basis.

"This is the readjustment," says that paper, "which it has been expected for 60 days or more would be made some time, the only question being when the adjustment would be made and whether it would involve a total reduction of $2 or $3 a ton. The market has really been declining more or less steadily, as there was some shading from the $1.80 basis in May, and on June 1 we reduced our regular quotations by $1 a ton, making a further reduction of $1 a ton on July 1."

* * * *

Paints and Oils. Large orders for paints are being sent out, now that the fall season is almost here. Manufacturers report brisk business. Booking for autumn delivery has been good all season.

Linseed oil has advanced; other lines are firm. The Canadian flaxseed crop is somewhat below the standard yield, being some 84 per cent. of a full crop.

Writing from Brussels on the plate and window glass industry of Belgium, United States Consul General Ethelbert Watts says that the industry prospered during the year 1912, largely on account of combinations formed to regulate prices, etc. The syndicated plate-glass factories of Belgium, France, Austria, Germany, Italy, and the Netherlands have extended until 1924 their agreement regulating the production and the selling prices to the various markets of the world.

On December 19, 1912, the same syndicated factories also formed an incorporated syndicate, called the Union Continentale Commerciale des Glaceries, with its principal offices at Brussels, in which each plate-glass factory in the syndicate became a subscriber to a number of shares in proportion to its relative importance. This new syndicate, which is really a trust, buys, as an intermediate legal organization, the entire output of the associated factories for export markets. It sells at the best prices obtainable, according to the necessity of disposing of large quantities, at a larger profit where the syndicate controls the market, or, if necessary, below the average cost of production where there is an opening left for disposing of a surplus. It is practically an immense selling agency. Production has been curtailed by limiting the working time of different factories to a certain number of days. This is determined at the beginning of each quarter of the year by the convention of the syndicated companies, and now amounts to about 55 per cent. of the actual capacity of the factories. If the new syndicate is successful in finding new markets, the factories are in position to increase their present production to a maximum of 81 per cent.

The present actual production of the Belgian plate-glass factories is estimated to be about 35,000,000 square feet a year, this being 55 per cent. of their full capacity. Consequently, without increasing present means of production, there is available an additional output equivalent to more than two-thirds of the present production, which the new syndicate can dispose of by arrangement of selling prices according to conditions existing in the foreign markets.

Exports of Belgian plate glass to the United States decreased from $568,199 in 1911 to $223,804 in 1912, or less than the amount exported to Great Britain, Canada, Argentina, Austria, France, Italy, or the Netherlands. American competition is supposed to be the cause of this.

* * * *

Metal Markets. The present conditions show a steady market, with prices on all metals more or less firm. All quotations are holding up well. Copper has been fluctuating, so has tin, but all metals compare favorably in price with the standing of a month ago.

But there have been other changes, and consumers of metals have been puzzled by the change in tone that has taken place in the metal trade and financial circles. It began about July 17, when, according to a U. S. exchange, attention was called to the "better feeling in the air." Since that date the following advances have taken place: Tin, 2½c. per pound; copper, 1½c. per pound, spelter, ½c. per pound, lead, about ¼c. per pound, while in the stock market the entire list has shown a substantial advance.

The explanation is that there has been a great change in the mental state of mind of business. Growing confidence in the future has begun to replace acute pessimism. The fear of an acute money strain this fall has disappeared with the end of the Balkan war, and better crop prospects in the West.

* * * *

Heating Lines. The stove situation is improving, and orders are heavier and movements better than at any time so far this season. All manufacturers have prepared for a good fall trade; and there is a fine demand for furnaces, as well. All indications presage a good selling season.

EXTENDING CANADIAN LEAD BOUNTY

An order-in-Council extends until 1918, or until the available sum of $600,000 is expended, the bounty on lead from ores mined in Canada. The bounty was established in 1903, when an appropriation of $2,500,000 was made, of which some $900,000 has been expended to date. The bounty is based on the price of lead, decreasing as the price goes up, and ceasing when the London market reaches $18 a ton.



For Every Varnish Need

BERRY BROTHERS VARNISHES

No matter what your use for varnish—for interiors or exteriors, for whatever purpose—Berry Brothers can furnish you the varnish that is best adapted for that use.

Don't buy "just varnish." Let us help you choose the right varnish for your requirements.

Fifty years' experience has taught us how to make all kinds. We make them right—and varnish buyers have come to know and trust us. That is why we have grown to be the largest varnish makers in the world.

That is why the Berry Brothers label on your varnish can guarantees not only satisfactory appearance, but durability and ultimate economy.

Here are four of our leading architectural varnishes:

LIQUID GRANITE—A floor varnish whose name suggests its wonderful durability.

LUXEBERRY WOOD FINISH—For the finest rubbed (dull) or polished finish on interior woodwork.

LUXEBERRY WHITE ENAMEL—Unequalled for white interior finishing and white furniture.

LUXEBERRY SPAR—For all kinds of outdoor finishing, exposed to the weather. Water cannot change its color or dim its lustre.

Solve the varnish problem by buying or specifying Berry Brothers. Any dealer or painter can supply you.

Send for free booklet, "Interesting to Home Builders"

Berry Week

From Sept. 13 to Sept. 20 will be **"Berry Week"** in the leading stores throughout the country, handling varnish, paint and similar good. Dealers will devote special attention to the sale of Berry Brothers Varnishes.

Take advantage of **"Berry Week."** Learn more about varnish. Plan for your Fall repairs and decorating. And order Berry Brothers Varnishes if you want satisfaction.

BERRY BROTHERS, INC.

Established 1858

Largest Varnish Makers in the World

WALKERVILLE, ONT.

94 Years *of* Supremacy

The first high-grade snips to be made on this side of the Atlantic.

The best and most widely used snips today.

Guaranteed by

P.S.&W. TRADE MARK TOOLS GUARANTEED

"The MARK of the MAKER"

This trade-mark is stamped on every P.S. & W. Guaranteed Hand-Tool. It is a warrant of manufacturing ability, experience and progress dating from 1819. It also identifies the largest line of mechanics' hand-tools offered by any maker.



The following jobbers handle P.S. & W. Tools and will no doubt order any tool you wish, if they haven't it already in stock. If you find it hard to secure P. S. & W. Tools, write us.

Calgary—J. H. Ashdown Hdwe. Co., Ltd.; Wood, Vallance & Adams, Ltd. **Hamilton**—Wood-Vallance, Ltd. **London**—G. H. Howden & Co., Ltd.; Hobbs Hdwe. Co., Ltd. **Montreal**—Caverhill & Learmont, Frothingham & Workman, Ltd.; L. H. Herberte & Cie Lte.; Lewis Bros., Ltd. **Saskatoon**—J. H. Ashdown Hdwe. Co., Ltd. **Toronto**—H. S. Howland Sons & Co.; Kennedy Hdwe. Co., Ltd.; Rice, Lewis & Son, Ltd. **Winnipeg**—J. H. Ashdown Hdwe. Co.; Merrick-Anderson Co.; Miller-Morse Hdwe. Co., Ltd.; Wood, Vallance Co. Ltd.

Send for Hand-Tool catalog 12-B, listing and describing the complete line.

The Peck, Stow & Wilcox Co.

MFRS. of Mechanics' Hand-Tools, Tinsmiths' Machines, Builders' and General Hardware.
Established 1819
Address 28 Murray Street, New York, N. Y., U. S. A

NEW ERA BRAND

Flat Wall Coating

is a recognized trade builder. It is easily applied, dries without gloss, and imparts that soft, refined tone so pleasing to the eye.

IS ECONOMICAL

because it covers the largest possible area for paint used.

Used with the greatest success on woodwork as well as walls and may be washed with soap and water when required, to restore to original attractiveness.

There is a big demand for **good** Flat Wall Coating, and a trial of the New Era Brand will soon give you that "profitable conviction" which goes with the sale of **the best.**

Send for color cards and prices

Standard Paint & Varnish Co.

LIMITED

Windsor Ontario

PREVAILING MARKET PRICES.

Toronto, SEPTEMBER 1st, 1913

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots	0 25
Antimony, per lb	0 11
Brass rods, ½ to 1 inch	0 23
Sheets, up to 20 gauge	0 27
Tubing, 1 inch, base	0 26
Copper ingots, casting	0 18½
Sheets, plain, 14 oz. base	0 29
Sheets, tinned, 14 oz. base	0 30
Sheets, plenished, 14 oz. base	0 37
Sheets, braziers	0 29
Bars, round ½ to 2 in.	0 27
Black Sheets, 28 gauge base,	
Toronto	3 00
Montreal	2 80

Canada Plates—

Ordinary, 52 sheets, Toronto	3 10
All bright, 52 sheets	4 15

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—

22 gauge, per squire	6 75
24 gauge, per square	5 50
26 gauge, per square	
28 gauge, per square	4 00

Galvanized Sheets.	Fleur de Lis	Queen's Head
16-20 gauge	3 45	3 70
22-24 gauge	3 40	3 75
26 gauge	3 80	4 15
28 gauge	4 15	4 35

Case lots 25 cents less.

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—

Black, base, 1 inch	4 54
Galvanized, base, 1 inch	6 19

Iron Pipe Fittings—

Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers 60 and 10; flanged, unions, 70; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.

Soil Pipe and Fittings—

Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

	Toronto
Bar Iron, per 100 lb	2 00
Forged iron	2 20
Refined horseshoe iron	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65

Pig Iron, car lots, f.o.b. Toronto

Canadian foundry, No. 1	21 00
Middlesboro, No. 3	21 25
Radnor (charcoal)	32 50
Lead, Canadian pig	5 00
Imported pig, 100 lb	5 50
Bar pig	7 00
Sheets, base, 2½ lb. sq. ft	8 00
Pipe and waste	9 00
Traps and bends	30 p.c.
Solder, half and half, lb.,	30
Spelter, foreign, per 100 lb.	7 25
Sheet Zinc	8 25
Tin, ingots, 100 lb	53 00

Tin Plates, charcoal—

M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

"Dominion Crown Best"—Retinned.

I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.

I C, 14x20 base	4 35

Terne Plates.

I C, 20x28, 112 sheets	7 50
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates.

I X X, 14x60, 50 sheet bxs	7 00

Tinned Iron.

72x30 up to 24 gauge, case lots	7 75
72x30 up to 26 gauge, case lots	8 50

Scrap Metal, Dealers' Buying Prices—

Heavy Copper and Wire lb.	13
Light copper bottoms	11
Heavy red brass	11
Heavy yellow brass	
Light brass	06½
Tea lead	02½
Heavy lead	3½
Scrap zinc	4½
No. 1 wrought iron	8 00
Machinery cast scrap, No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—

Gallon tins	1 00 1 10

Chemicals, in casks, per lb.—

Arsenate of lead	0 10½
Sulphate of copper (blue Stone)	0 06
Litharge, ground	0 09
Litharge, flaked	0 10
Green copperas (green vitriol)	0 01
Sugar of Lead	0 09

Colors in Oil—

Venetian red, 1-lb. tins, pure	0 12
Chrome, yellow, pure	0 20
Golden ochre, pure	0 13
French ochre, pure	0 12
Chrome green, pure	0 10
French permanent green, pure	0 15
Marine black, 25 lb. irons	0 09
Signwriters' black, pure	0 17
Glue, in sheets	0 10 0 15
1 lb. packages (Brantford)	0 25

Petroleum—

Can. Prime white, gal.	0 12
U.S. Water white	0 13½
U.S. Pratt's astral	0 15½
Castor oil, per lb., in bbls.	0 08 0 09
Motor Gasoline, single bbls.	0 17½
Benzine, per gal, single bbls.	0 15½

Putty—	1st.
Bulk 100 lb. drums	3 50
Bladders in barrels	3 75

Ready Mixed Paints—

Per gallon, qt. tins.	1 65 2 00

Red Lead (Dry)—

Genuine, 560 lb. casks, per cwt.	
Genuine, 100 lb. kegs, per cwt.	

Shingle Stains—

In 5-gallon buckets	0 95

Turpentine and Linseed Oil—

Pure Turpentine, single barrels	0 62
Linseed Oil, single barrel, raw	0 55
Linseed Oil, single barrel, boiled	0 58
Rosin, "G" grade, bbl. lots, 100 lbs.	3 60

Varnishes, per gal. cans—

Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½ pints,, per gross	8 00
Pure white shellac varnish, in barrels	1 75
Pure orange shellac varnish, in barrels	1 70

White Lead ground in oil—

Canadian pure, less than tons	8 40
Canadian pure, ton lots	8 25

White Zinc—

Extra Red Seal, V.M. (dry)	0 07½
Pure, in 25-lb. irons (in oil)	0 10

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50

Toronto, 15 p.c.

Miscellaneous—

Beeswax, per lb.	0 45
Orange mineral, 100 lb. kegs	0 09½
Pine tar, ½ lb. tins, doz.	0 60
Plaster of Paris, bbl.	3 00
Paris white, bbls.	0 90
Whiting, gilders, bolted	1 00
Whiting, plain	0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes 0 05¾

Chain—Proof coil, per 100 lb. ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.

Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.

Forges—

Blacksmith's portable, 135 lbs.	9 85

Horse Nails—

$2.80 per box base No. 9 and larger; Samson No. 10 base 2 25

Horseshoes—Iron, light & medium No. 1 and smaller, $3.90; No. 2 and larger, $3.75; snow pattern, No. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." featherweight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg; toe-weight, all sizes, $6.00.

Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.

Wire Nails, base 2 25

Cut nails—Montreal, $2.60; Toronto, $2.85.

Miscellaneous wire nails, 75 p.c.

Coopers' nails, 33 1-3 p.c.

Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.

Annealed Wire, base $2.50

Hay Bailing Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.

Clothes Line Wire—No. 19, $2.10 per 100 ft.

Coiled Spring Wire—

High Carbon, No. 9, $2.25; No 12, $2.40, Montreal.

Fine Steel Wire—25 per cent

Galvanized Wire—From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.

Poultry Netting—2 in. mesh, 19 w.g., 50 and 10 p.c.

Smooth Steel Wire—base, $2.85.

Wire Fencing, car lots—Toronto

Galvanized, barb	2 35
Galvanized, plain twist	2 60

Fence Staples—Bright, $2.60; galvanized, $2.85.

Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅜, $5; 1 inch, $16.80.

Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.

Wrought Staples—

Galvanized	2 85
Plain	2 60
Vises, per lb.	0 12
Hinged pipe vise, 25 lbs.	3 55
Saw vise	4 50 5 00
Blacksmiths', 60; parallel,	45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz.	12 50	14 00
Axes — Single bit, per doz.	6 00	9 00
Samson		9 00
Double bit, per doz.	10 00	12 00
Bench axes	6 75	10 00
Broad axes	22 75	25 00
Hunters' axes	5 00	6 00
'Boys' axes	5 75	8 50
Lathing hatchets	4 70	10 00
Shingle hatchets.	1 45	6 75
Claw hatchets	1 70	5 00
Barrel hatchets	5 50	6 85

Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.

"Crown" Black Powder. "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.

Ordinary drop shot, AAA to dust $7.50 per 100 lbs.: net extras as follows: chilled 40c.; buck and seal 80c.; No. 28 ball $1.20 per 100 lbs; bags less than 25 lbs. 4c. per lb. f.o.b. Montreal, Halifax and St. John. f.o.b. Toronto, Hamilton and London, add 25c. per 100 lbs.

Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.

Tobin High Speed, 50 and 5; Tobin Never-Choke, 60 and 5.

Barn Door Hangers—

Double strapphangers, doz. sets	6 50
Standard jointed hangers, doz. sets	6 45
Steel, track, 1 x 3-16 in. (100 ft.)	3 25

Bolts and Nuts—

Carriage Bolts, common new $1 list.

Carriage Bolts, ⅜ and smaller, 60 and 15 p.c.

Carriage Bolts, 7-16 and up, 55 p.c.

Carriage Bolts, Norway Iron ($3 list), 60 p.c.

Machine Bolts, ⅜ and less, 65 and 5 p.c.

Machine Bolts, 7-16 and up, 57½ p.c.

Plough Bolts, 55 and 5 p.c.

Blank Bolts, 57½ p.c.

Bolt Ends, 57½ p.c.

Sleigh Shoe Bolts, ⅜ and 55 and 10 p.c.

Sleigh Shoe Bolts, 7-16 and larger, 50 and 5 p.c.

Coach Screws, new list, 70-10 p.c.

Nuts, square, all sizes, 4¼c. per lb. off.

Nuts, hexagon, all sizes, 4¼ per lb. off.

Stove rods, per lb., 5 ½c to 6c.

Stove Bolts, 80.

HOW IS YOUR PAINT STOCK?

Does it hang fire, and stick on your shelves?

The full margin of profit in your paint department can only be realized by handling a good clean-cut, quality stock, of known reputation and backed by common sense help in direct support of your business.

Feature *MINERVA PAINTS*—the famous British Brand, and watch your paint sales grow.

Ask any Minerva Agent for his opinion.

We will be pleased to supply their names on request. There are hundreds with daily increasing sales.

PINCHIN, JOHNSON & CO.
(CANADA), LIMITED.

TORONTO WINNIPEG VANCOUVER

Established in England 1834

L-25

ENDS ALL FLOOR TROUBLES

TRADE
ELASTICA
MARK

FLOOR FINISH

The one perfect Floor Varnish.

BRINGS BIGGER BUSINESS, BETTER PROFITS.



Bells -Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells. No. 1, $1.65.

Building Paper, Etc.—

Tarred slater's paper, per roll	0 70
O.K. paper, No. 1, per roll	0 95
Plain Fibre, No. 1, per 400 ft. roll	0 50
Tarred Fibre, No. 1, per 400 ft. roll	0 62
Tarred Fibre Cyclone, 25 lb., per roll	0 55
Dry Cyclone, 15 lbs.	0 45
Plain Surprise, per roll	0 40
Resin sized Fibre, per roll	0 42
Asbestos building paper, per 100 lbs.	4 00
Heavy straw, plain & tarred, per ton	37 00
Carpet Felt, per 100 lbs.	2 60
Tarred wool roofing felt, per 100 lb.	2 00
Pitch, Boston or Sydney, per 100 lbs.	0 70
Pitch, Scotch, per 100 lbs.	0 65
Heavy Fibre, 32 & 60, per 100 lbs.	3 00
2 ply Ready Roofing, per square	0 75
3 ply Ready Roofing, per square	0 95
2 ply complete, per roll	1 15
3 ply complete, per roll	1 35
Liquid Roofing Cement, brls. per gal.	0 15
Liquid Roofing Cement, tins	0 20
Crude Coal Tar, per barrel	3 50
Refined Coal Tar, tins, per doz.	1 25
Refined Coal Tar, per barrel	4 50
Shingle varnish, per barrel	4 50
Caps, per lb.	0 06
Nails, per lb.	0 05
Mop, cotton, per lb.	0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 65, 10 and 5 p.c.

Cement—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz... 2 50

Conductor Pipe—

2 inch, in 10 ft. lengths			3 80
3	"	"	4 00
4	"	"	5 28
5	"	"	7 26
6	"	"	8 80

Door Knobs—Canadian, 45 per cent. Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 50 per cent. Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz... 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—

8 in. in 100 ft. lengths			2 90
10	"	"	3 15
12	"	"	3 68
15	"	"	5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American, Kearney & Foot, Globe, all 75; Black Diamond and Nicholson 66⅔; Jewett's (English list) 27½ Delta 66⅔.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 p.c.—
Samson, best quality, 47½ per cent.
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 45 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger, $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring) — Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz., $7.00.
Lift Tabular and Hingle Plain, per doz., $5.25.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70

Locks and Keys—Canadian 50 and 10 per cent.

Mallets— Tinsmith', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory,, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak....15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—

Sisal rope	0 12
Pure Manilla rope	0 17
"British" Manilla	0 13
Cotton, 3-16 inch and larger	0 24
Russia Deep sea	0 16
Jute	0 09½
Lath Yarn, single	
Lath Yarn, double	0 11¾
Sisal bed cord, 48 feet, per doz.	0 65
Sisal bed cord, 60 feet, per doz.	0 80
Sisal bed cord, 72 feet, per doz.	0 95

Cotton clothes line, off.

Bag, Russian twine, per lb.	0 27
Wrapping, cotton, 3-ply twine	0 26
Wrapping, cotton 4-ply twine	0 30
Mattress twine, per lb.	0 45
Staging twine, per lb.	0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 90
Mrs. Potts, No. 50, nickle-plated, per set..... 1 00
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—
Sectional, ½ lb. each, per 100 lbs. 2 5
Solid, 3 to 30 lbs 1 70

Sash Cord—No. 8, per lb. 0 28½

Screws—Wood, F.H., bright and steel ..... 85 10 and 7½
Wood, R.H., bright 80 10 and 7½
Wood, F.H., brass ..75 10 and 7½
Wood. R.H., brass ..70 10 and 7½
Wood, F.H., bronze 70 10 and 7½
Wood, R.H., bronze 65 10 and 7½
Drive screws .....85 10 and 7½
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 p.c.
No. 3 and 4 grade, 45 per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 ..... 7 50
Eureka tinned steel, hooks, per 1,000 ..... 8 00

Staples—
Poultry netting, 100 lbs... 5 70
Bed, 100 lbs., No. 14 .... 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes —
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths.. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz... 1 35
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent. Plain and retinned, 75 and 12½.

Traps (steel game) — Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jumbo (Star), 50, 10, and 5 per cent.

Wheelbarrows—
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.55 per 100 sq ft.; in 50-ft. rolls, $1.60 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 and 10 per cent

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16x24, $1; 18x30, $1.15; 18x36, $1.95.
Flat rim enameled sinks 16x24 $2.65; 18x30, $3.10; 18x36, $. 5

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent
Premier steel ware, 60 and10p.c.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pat tern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pieced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 p.c.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ p.c.

Silverware—Holloware, 40, flatware, 40 and 10.

Churns—No. 0, $9; No. 1, $9; No. 2, $10; No. 3, $11; No. 4, $13; No. 5, $16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

Washing Machmes—

New Ontario	41 25
Round, re-acting, per doz.	73 75
Square, re-act. per doz.	77 50
Dowswell	52 50
New Century, Style A	101 25
Ideal Power	180 00
Daisy	73 25
Stephenson	74 00
Puritan Motor	165 00
Connor, improved	52 50
Ottawa	55 00
Connor Ball Bearing	112 50
Connor Gearless Motor Washer	180 00

Wringers—

Royal Canadian, 11 in., doz.	47 75
Eze, 10 in., per doz.	46 75
Bicycle, 11 inch	60 50
Trojan, 12 inch	100 00
Challenge, 3 year, 11 inch	58 25
Ottawa, 3 year, 11 inch.	58 25
Favorite, 5 year, 11 inch.	61 75

20 per cent.



The Right Paint to Paint Right

Always!!

No matter what the paint is to cover, you can always supply your customer with just the right paint to do his painting right. This is an immensely important fact if you want him to bring his repeat orders to you.

Another important feature in being our agent is the one which gives you the direct benefit of our extensive sales organization and national advertising.

At Your Service

A. Ramsay & Son Co., Montreal

Established 1842

BIG FALL BUSINESS

Your active co-operation with the manufacturer will always result in big, profitable business. The best line for Fall profits is

SILKSTONE
Flat Wall Colours

"Smooth as Silk—Hard as Stone"

You know that women are the biggest buyers of home products and nothing has ever been put on the market that has met with such instant favor and given such perfect satisfaction to the lady of the house as this line. We supply you with snappy selling helps, cards, posters, etc., all of which helps you in getting Big Fall Business—IF YOU USE THEM.

Every hardware man should have our list of Handy Household Helps, winners in the Winter, sure sellers in the Summer.

We have a paint proposition for the live Western dealer which eclipses all others. Our advertising line is the finest, our reputation the best; and for service, courtesy and square dealing no firm can surpass us. These are facts and we can show you. Drop a line to G. F. Stephens & Co., Limited, Winnipeg, and we will send full details.

Stephens' REG. TRADE MARK
WINNIPEG CANADA

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When a man buys paint simply because it is cheap, he's like a man sitting out on a limb and sawing it off next the tree. He'll do the job all right enough, but he'll get hurt in the end.

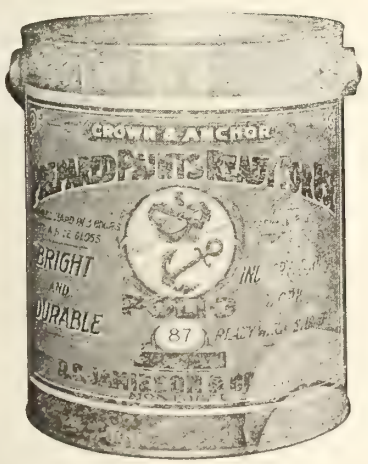
There's but one way to determine the TRUE value of a paint, and that is by dividing the first cost by the number of years it may be expected to last. Measured by this standard

B-H "ENGLISH" PAINT

made with a white base containing 70% Brandram's B.B. Genuine Pure White Lead and 30% Pure White Zinc, is by far the most economical paint to use, hence an easy and profitable seller. It is not first cost that brings customers to you a second time, but demonstrated service, and it is along this line—repeat orders—that B-H "ENGLISH" PAINT develops trade for you.

BRANDRAM-HENDERSON LIMITED

Montreal Halifax St. John Toronto Winnipeg



Do You Know

The reason why we continually emphasize the point that "consumer satisfaction" is an important feature of the sale of

Jamieson's Paints

Well, here's why,—We emphatically believe that this "satisfaction" is so essential to the success of any merchandising proposition that price sinks into insignificance in comparison. Every drop of paint we make is full of "consumer satisfaction."

Result:—Jamieson's Paints always bring repeat orders

R. C. Jamieson & Co., Limited

Established 1858

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Cowan & Britton, Ltd., Gananoque
Taylor Forbes Co., Guelph.

WIRE FENCE STRETCHERS
Richards, Wilcox, Canadian Co., London.

WIRE FENCING.
Banwell-Hoxie Wire Fence Co., Hamilton.
Canadian Steel & Wire Co., Hamilton
U. S. Steel Products Co., Montreal

WIRE GOODS.
B. Greening Wire Co., Hamilton.
Imperial Steel & Wire Co., Collingwood.
Canada Wire and Iron Goods Co., Hamilton.

WIRE ROPE.
B. Greening Wire Co., Hamilton.

WOODENWARE.
Meakins & Sons, Hamilton.

WOOD FINISHES
G. F. Stephens & Co., Winnipeg Manitoba.

WRINGERS
American Wringer Co., New York.
Cummer-Dowswell, Ltd., Hamilton.
D. Maxwell & Sons, St. Mary's.

THREE SUBSCRIPTIONS FOR TWO DOLLARS

The efficiency of hardware clerks can be increased by having them read Canadian Hardware every month. Any retailer, already a subscriber, can have two extra papers sent to his clerks each month for one dollar. Send $1 to renew your own subscription and $1 additional for papers for your store salesmen—a very practical holiday gift.

Canadian Hardware, Stove and Paint Journal - 32 Colborne Street, Toronto

We Ship Promptly

Try us for

Cordage
Wrapping Twines
Cotton Duck
Oiled Clothing

We are sole selling agents
The Hopkins Mfg. Co., Limited
Mfrs. of Bags, Tents, Tarpaulins, Flags
and
The Dominion Waste Mfg. Co., Limited
Mfrs. of Cotton and Wool Waste

Scythes & Company Limited

TORONTO MONTREAL

The PARMENTER BULLOCH CO. Limited

GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street, Toronto — 52 Canada Life Building, Montreal

WANTED and FOR SALE

Ads under this head ten cents per line. Five lines once for 50 cents, three times for $1.00. Cash must accompany order. No accounts booked.

BUSINESS CHANCES

LOCK MAKER WANTED. A man thoroughly experienced in the manufacturing of Steel Locks for Canadian trade. State experience—where last employed. Taylor-Forbes Company, Ltd., Guelph.

CANADA'S NATIONAL METAL POLISH

The Greatest Polish Discovery in a Century

Always in Solution—no shaking

Polishes in half the time

Used by hundreds of the largest users across Canada.

Get special prices from all Wholesale Houses.



ANNOUNCEMENT

"WONDER-SHINE"

Cleans Without Rubbing

Silver, Gold Plated Ware and Cut Glass

owned and operated by
Stuart & Foste
Limited
Toronto, Can
Established 188

Absolutely Guaranteed

10c & 25c Sizes

Counter Display Boxes. All dealers or direct

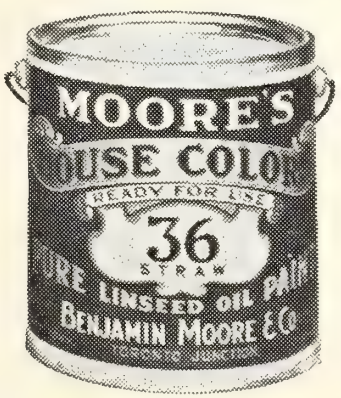


MOORE'S HOUSE COLORS

Represent the highest attainment in the manufacture of modern paints

To the User

Their use means greater economy of labor and material, better protective value and in fact a higher degree of all round satisfaction than can be obtained with any other paints.



To the Dealer

The sale of Moore's House Colors means a live growing, profitable trade such as can only be acquired by handling the best line of paints on the market.

Our practical advertising features help you get the business. The quality of our paints helps you retain it

A further extension to our plant (50 x 40 ft.) will enable us to give you even better service than before

Benjamin Moore & Co., Limited

New York
Chicago
Cleveland

West Toronto

The F. R. Murray Co., Limited, Vancouver, Distributors for British Columbia.

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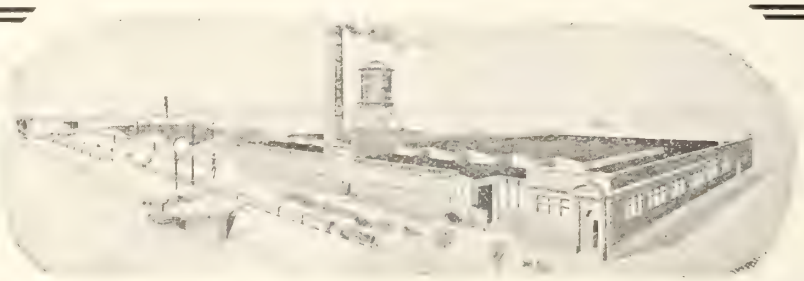
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RED
S
BRAND
WINDOW
GLASS



GLASS
BENDERS
TO
THE
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

Plate, Window, Figured, Stained, Wired, Bent, Mirror and Ornamental Glass

DON ROADWAY TORONTO

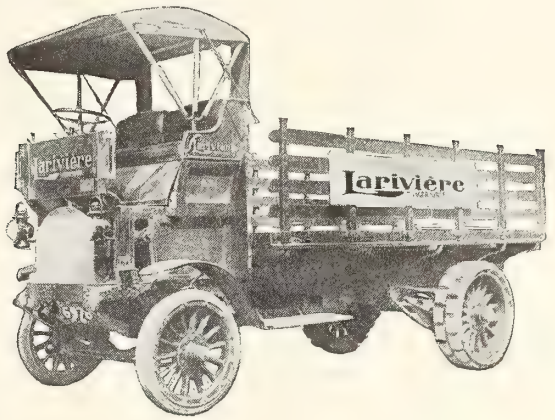
THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

Manufacturers of a Complete Line of
Measuring Tapes and Rules

Our goods have so many commendable features that they have become POPULAR ABOVE ALL COMPETING LINES. Their ACCURACY, their DURABILITY, the very TRADE-NAMES, RELIABLE, CHALLENGE, etc., ARE RECOGNIZED INSTANTLY WHEREVER MEASUREMENTS ARE TAKEN.

OURS ARE THE ONLY MEASURING TAPES AND RULES MADE IN CANADA.
THEY ARE SOLD THROUGH THE JOBBER AND WE PROTECT THE DEALER.

ALL THIS AND MORE THE TRADE-MARK LUFKIN STANDS FOR



Mack Truck used by Lariviere Incorporee, Hardware Dealers, Montreal.

What Motor Trucks Can Do For The Hardware Dealer

The motor truck will enable you to deliver goods over a much larger area than is possible with horse and wagon. Expanding your area expands your business.

The motor truck will enable you to make prompt delivery, a service demanded these days by the buying public. A large number of your orders are received over the telephone. With the motor truck these orders can be given prompt attention and sent out C.O.D. Your customers will appreciate this ready service.

The motor truck will enable you to send to the wholesale house for goods that are wanted in a hurry and which are needed before the wholesaler can make delivery.

The motor truck will not require your attention on Sundays or holidays.

The motor truck advertises your progressiveness and impresses the public with the fact that you desire to give prompt delivery service.

In doing these things you increase your sales, expand your business.

The motor truck will do all this for you and cost you less than your present delivery system.

We are sales agents for the leading gasoline motor truck of the world—MACK.

Let us make a study of your business and recommend the kind of truck you should have, type of body, capacity, etc. If, after an investigation, we find it would not be profitable for you to operate a truck, we will not attempt to sell you one. Give us a chance to tell you about the Mack.

Ask us for Facts and Figures

The Canadian Fairbanks-Morse Co., Limited

St. John Quebec Montreal Ottawa Toronto
Winnipeg Saskatoon Calgary Vancouver



How Many
of Your Ammunition Customers Are *Young* Men?

AT FIRST glance, it might not seem to make much difference—so long as trade holds up, you sell about the same amount of ammunition every year, and competition does not pinch enough to feel.

In reality, it is a vastly important factor in the future of any merchant's business.

If the young fellows are not coming to you—it will pay you to find out where they are taking their custom and *why*.

Ask them. What they will tell you is, "Well, So-and-so sells the stuff I want"—and the brand name you will hear them mention most often is *Remington-UMC*: Metallic ammunition for every standard make of rifle, pistol and revolver known.

To do a live ammunition business without the Remington-UMC line is growing so much harder every year that few real merchants ever try it.

It is not merely for its volume of sales that you want to feature the *Remington-UMC Ammunition*—but because of the results it gives, and the way men feel about it.

Have you sent in your Metallic order yet?

Remington Arms-Union Metallic Cartridge Co.

299 Broadway, New York — Windsor, Ont., Canada

ONE DOLLAR YEARLY OCTOBER, 1913.

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOL. 5. Published Monthly by The Commercial Press, Limited, 32 Colborne Street, Toronto No. 10.

The Superior Quality of

Glidden

GREEN LABEL VARNISHES AND JAP-A-LAC

Makes Them Stay Sold



YOU have a right to be particular about the goods you sell in your store. Your reputation depends upon them.

¶ Let this be your motto—Sell Good Goods—Sell Profitable Goods—And Sell Them in Large Quantities.

¶ The superior quality of Glidden's Green Label Varnishes and the world famous JAP-A-LAC is not open to dispute.

¶ They are worthy of your reputation because we make them worthy of ours.

¶ The Glidden Discount makes them most Profitable and the Glidden advertising in Magazines, newspapers, bill posters, railway bulletins, street cars, etc., etc., makes them easy to sell.

Write for our unusual offer to the trade

The Glidden Varnish Company

TORONTO :: ONTARIO

Factories: TORONTO, Canada CLEVELAND, Ohio

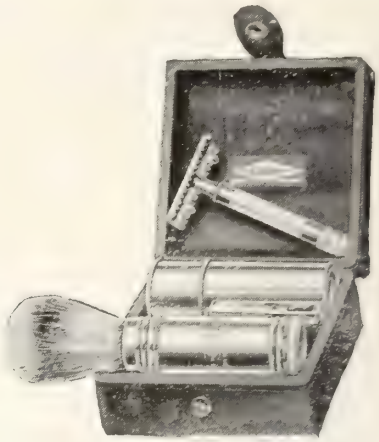
Branches: LONDON NEW YORK CHICAGO



No. 505. Pocket Edition.
Leather Case To sell at $5.00.



No. 503. Pocket Edition.
Metal Case. To sell at $5.00.



No. 461. Combination Set.
Leather Case. To sell at $6.50

This Corking Gillette Assortment Will Put Life in Your Christmas Trade

HALF-HEARTED measures don't do justice to the opportunity for Christmas business which the Gillette Safety Razor offers. Take it up in real earnest—show a range of Gillettes which will make a stir and afford your customers a good selection. Here is an assortment that is just about right for a store of moderate size:

1 No. 505.—Pocket Edition. Black Cowhide Case, Triple Silver Plated Razor. To sell at	$5.00
1 No. 503.—Pocket Edition. Metal Case, Triple Silver Plated Razor. To sell at Or Metal Case Set No. 500, 501, 502 or 504.	5.00
1 No. 461.—Combination Set (Triple Silver Plated Razor, 12 Blades, Badger Hair Shaving Brush and Stick Gillette Shaving Soap) in Morocco Grain Leather Case. To sell at	6.50
1 No. 00.—Combination Set (Triple Silver Plated Razor, 12 Blades, Badger Hair Shaving Brush and Stick Gillette Shaving Soap) in Seal Grain Leather Case. To sell at	7.50
1 No. 460.—Standard Set. Seal Grain Leather Case, Triple Silver Plated Razor. To sell at	5.00
1 No. 460B.—Standard Set. Nickel Plated Metal Case, Triple Silver Plated Razor. To sell at	5.00
1 Carton containing 10 Sets of 12 Blades, to sell, per set, at Or 1 Carton containing 20 Sets of 6 Blades, to sell, per set, at	1.00 .50

Don't wait until the selling season is in full swing—order your Christmas Assortment now and be ready to get **all** the business. With each Assortment we will ship a supply of Sales Helps, including our new Presco Sign, Coin Mats, Colored Signs and Mailing Folders if you require them.

GILLETTE SAFETY RAZOR CO. OF CANADA, LIMITED

Office and Factory: The New Gillette Bldg., Montreal



12 Blades in Nickel-Plated Box.
To sell at $1.00.



6 Blades in Box.
To sell at 50c.



No. 00. Combination Set.
Leather Case. To sell at $7.50.

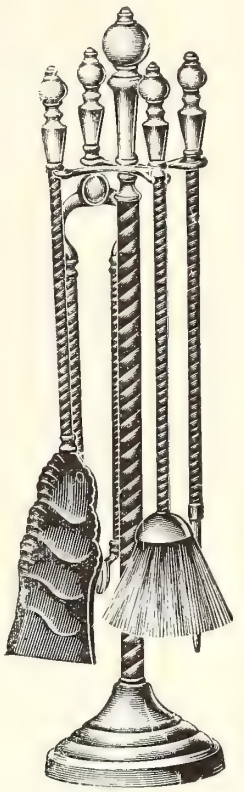
No. 460. Standard Set.
Leather Case. To sell at $5.00.



No. 460B. Standard Set.
Metal Case—"Indestructible."
To sell at $3.00.

Furnishings FOR THE Fireplace

From the Foremost Makers



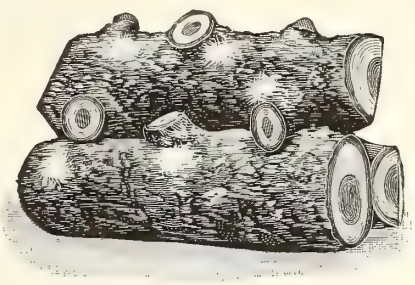
Our new shipments have just arrived and comprise a most magnificent assortment of high grade articles that will prove ready sellers and profitable to retail. We emphasise the advantage of carrying even a limited stock of these in order to promptly meet the demand of your better class customers. We give an indication of some of the lines carried.

Fine Showing of Fire Sets

We carry full lines in BRASS COMPANION FIRE SETS as illustrated.

Gas Logs

As shown in illustration. Sizes, 14, 16, 18 inch, best brand clay Logs.





Coal Scuttles and Fire Screens

COAL SCUTTLES (as illustrated) are in Plain Brass, Hammered Brass (light or dark finish) and Black with Brass Trimmings.

FIRE SCREENS.—In Black Wire and Brass Wire made in stock sizes, 25 x 31 ins., 31 x 31 ins., 37 x 31 ins. Orders filled for special sizes, prices on application. Folding Brass Fire Screens of superior English manufacture carried in good varieties.

FENDERS.—Choice assortment—best English make in handsome new designs.

Other Lines.- ANDIRONS, COAL BOXES, PORTABLE BASKET GRATES, WOOD BASKETS, etc.

Your enquiries for prices and particulars will receive prompt and careful attention.

Rice Lewis & Son, Limited

Toronto ESTABLISHED 1847 **Ontario**

Canadian Wholesale Hardware Directory

The following firms will be pleased to quote prices, or have their traveling salesman confer, with retail hardware dealers, regarding lines advertised by manufacturers in Canadian Hardware, Stove and Paint Journal.

A. M. Bell & Co., Limited	Halifax, N.S.
Wm. Stairs, Son & Morrow, (Established 1810)	Halifax, N.S.
Emerson & Fisher, Limited	St. John, N.B.
T. McAvity & Sons, Limited	St. John, N.B.
W. H. Thorne & Co., Limited	St. John, N.B.
Caverhill, Learmont & Co.,	Montreal, Que.
Frothingham & Workman, Limited	Montreal, Que.
L. H. Hebert & Cie., Limited	Montreal, Que.
Lewis Bros., Limited	Montreal, Que.
Starke-Seybold, Limited	Montreal, Que.
Wood, Vallance & Co.	Hamilton, Ont.
Hobbs Hardware Co., Limited	London, Ont.
H. S. Howland, Sons & Co., Limited Manufacturers Graham Nails, Samson Brand Farm Tools, Bldg. Paper, Etc.	Toronto, Ont.
Rice Lewis & Son, Limited	Toronto, Ont.
Kennedy Hardware Co., Limited	Toronto, Ont.
James Ashdown Hardware Co., Limited	Winnipeg, Man.
Marshall Wells Co., Limited	Winnipeg, Man.
Merrick-Anderson Co., Inc.	Winnipeg, Man.
Miller-Morse Hardware Co., Limited	Winnipeg, Man.
Wood, Vallance, Limited	Winnipeg, Man.
Peart Bros. Hardware Co., Limited	Regina, Sask.
J. H. Ashdown Hardware Co., Limited	Saskatoon, Sask.
J. H. Ashdown Hardware Co., Limited	Calgary, Alta.
Wood, Vallance & Adams	Calgary, Alta.
Marshall Wells Alberta Co., Limited	Edmonton, Alta.
Revillon Bros., Limited	Edmonton, Alta
McLennan, McFeeley & Co., Limited	Vancouver, B.C.
Wood, Vallance & Leggat , Limited	Vancouver, B.C.

You will Be Sure that Your Customers are Satisfied



Your Customer will look on his buildings
with absolute Confidence and Satisfaction if covered with

Samson Ready Roofing

THE QUALITY ROOFING

Confidence because he has our guarantee that Samson Ready Roofing is made of high grade materials; made to resist all weather conditions whether summer heat or winter storm.

Satisfaction because of the neat and attractive appearance Samson Ready Roofing has given to his buildings at a fair price.

Write us to-day for samples and prices

SAMSON ROOF IS WEATHER PROOF

H. S. HOWLAND, SONS & CO. LIMITED

WHOLESALE HARDWARE

We Ship Promptly **Toronto** **Our Prices are Right**

GRAHAM NAILS ARE THE BEST

NICHOLSON-MADE FILES



DECIDEDLY the best files to retail are those of "even" quality — each file as like its predecessor as possible in its various features of cutting power, hardness and wear.

Dealers who carry "Nicholson-made" Files and Rasps have the benefit, without a penny of extra cost, of securing for their customers a high-quality article as unvarying as human forethought and skill can devisd.

First, the steel is uniform. Owing to a consumption of over 1,000,000 files a week, the steel stock is a special run of Nicholson private formula steel.

The "Nicholson-made" File and Rasp Brands sold in Canada :

American Arcade
Globe Great Western
Kearney & Foot

are made from this special steel. They are uniformly cut, by means of special Nicholson machines. The files are heat-treated and hardened by a private process.

These conditions make for absolutely uniform "Nicholson-made" Files.

But the Nicholson organization goes still further. Each file receives over 10 individual inspections during making. When made, each file is individually hand tested. Quality is insured as well as uniformity.

Stock "Nicholson-made" Files. Without costing you or your customer an extra cent, they give your customer perfection of service, and maintain that perfection. You, as the dealer, participate in the continuous chain of sales of "Nicholson-made" Files to the one consumer. All jobbers sell them.

NICHOLSON
FILE COMPANY **PORT HOPE, CANADA**



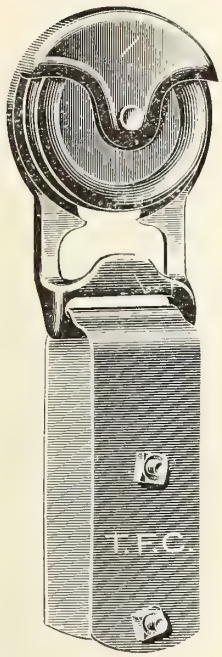
The Hunting Season is on
HOW'S YOUR STOCK MOVING?
Dominion Shot Shells

IMPERIAL REGAL SOVERIGN
LOADED ONLY WITH DOUBLE CHILLED SHOT and the World's standard dense and bulk smokeless.

THE DOMINION AIM is to produce a perfect balance in the shooting qualities of every shell by the proper combinations of Powder, Shot, and Wads, so as to give the highest velocity, the most even pattern and the surest penetration together with a light recoil.

Canadian made for Canadian Sportsmen

Dominion Cartridge Company, Limited, Montreal, P.Q.



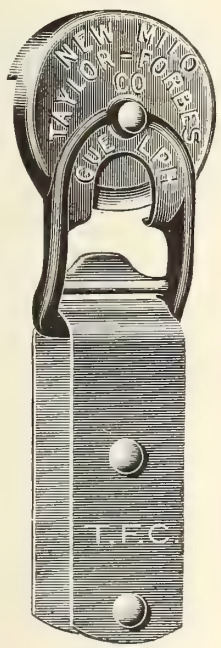
Back View



The Hanger that Sells, Slides and Satisfies —the MILO

Now that the busy harvesting season is over, most farmers will be busy putting their barns in good shape ready for the winter.

Consequently, there will be a big demand for reliable barn door hangers, and the only way you can give your farmer customers satisfaction both in price and quality is to sell them the "MILO" Brand.



Front View

"MILO" Barn Door Hangers are "made in Canada by Taylor-Forbes" and are, therefore, guaranteed to be absolutely dependable.

Roller bearings, malleable iron frames, heavy steel straps, japanned black with wheels painted red. Each set packed in a card-board box, one doz. boxes to a case.

When buying Barn Door Hangers and Track, specify the Taylor-Forbes make and you will get thoroughly reliable goods—quality the highest—prices as low as those set on competing lines.

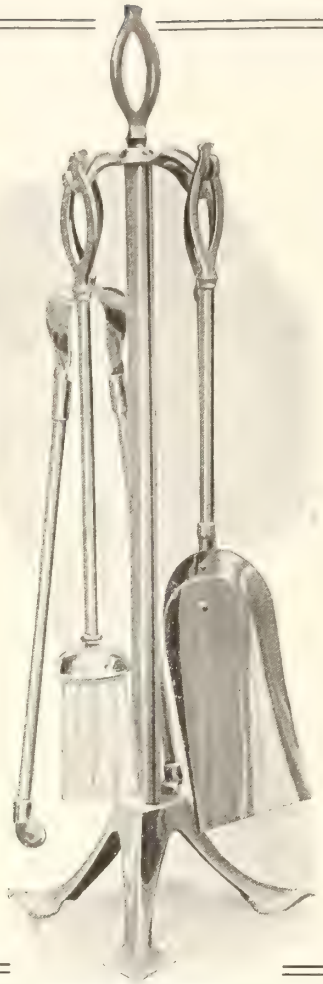
Order from your jobber or write us direct.

TAYLOR-FORBES CO., LIMITED

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 53½ Dock St., St. John, N. B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
GUELPH, ONT.

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.



Catalogue Now Ready

If copy has not been mailed you—write for one

Brass House Furnishings

Fire Sets,—Dogs—Fenders
Cuspidors
Jardinieres—Ferneries
Umbrella Stands—Candlesticks
Tea Kettles
Hotel Supplies
Trays—Smoking Sets
Bath Room Fittings

The Chadwick Brass Company, Limited

Hamilton :: Canada



GREENING'S COW TIES

Are the Lightest, Strongest and Best Chains on the market

Made in six sizes and six styles

Also Halter, Dog, Kennel, Tie Out and Trace Chains

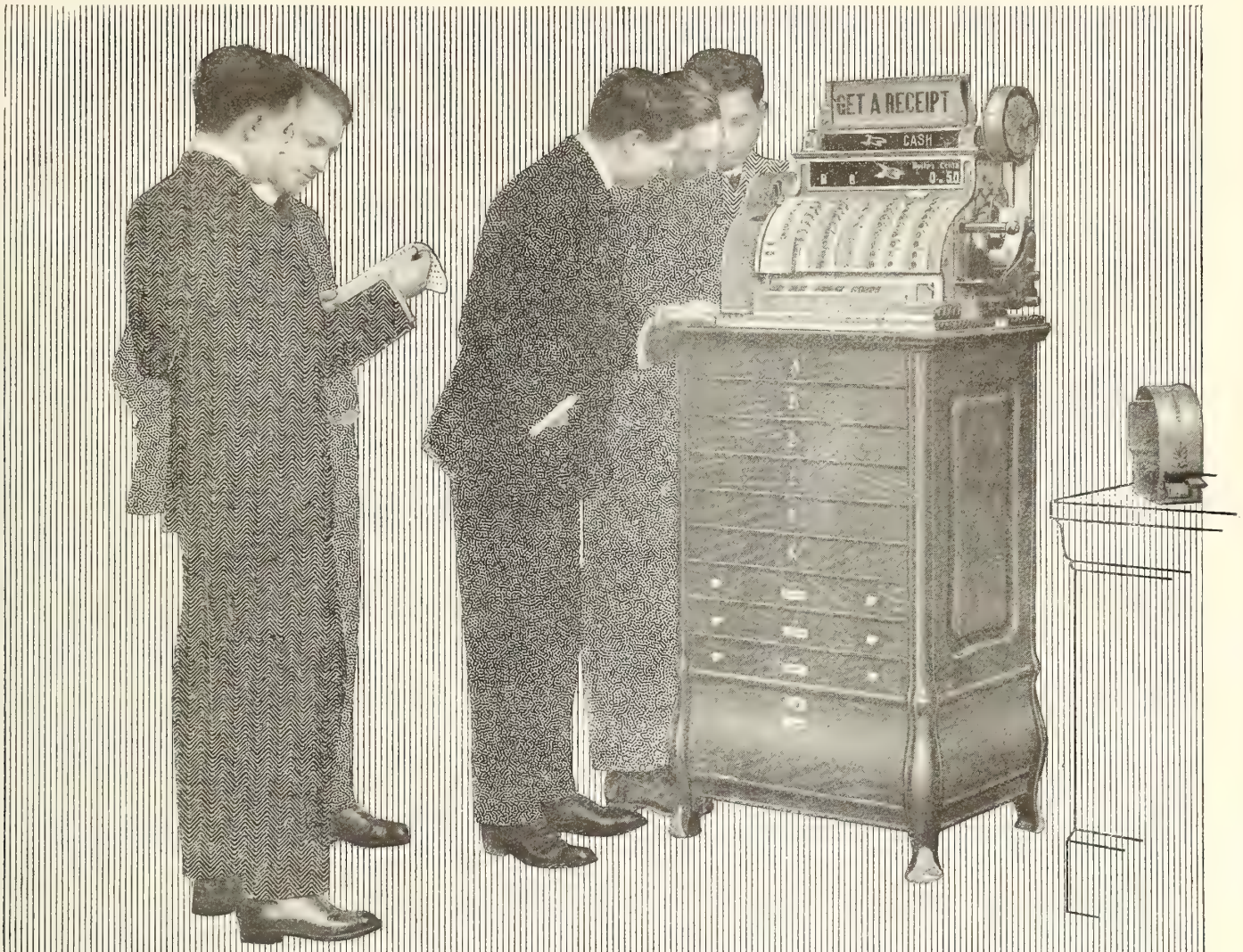
Now is the time to specify for your Fall Chains

BE SURE TO MENTION "GREENING'S"

Manufactured by

THE B. GREENING WIRE CO., LIMITED

Hamilton, Ont. **Montreal, Que.**



Who Has the Best Day's Record

When assistants become interested in knowing who has sold the most goods, you have furnished the best incentive for increased sales.

In addition to safeguarding every transaction, the National Cash Register gives a complete record of the work of each assistant. He knows that he positively receives credit for all the work he does.

This encourages industry, honesty and carefulness, and cultivates a friendly rivalry to sell more goods and increase your trade.

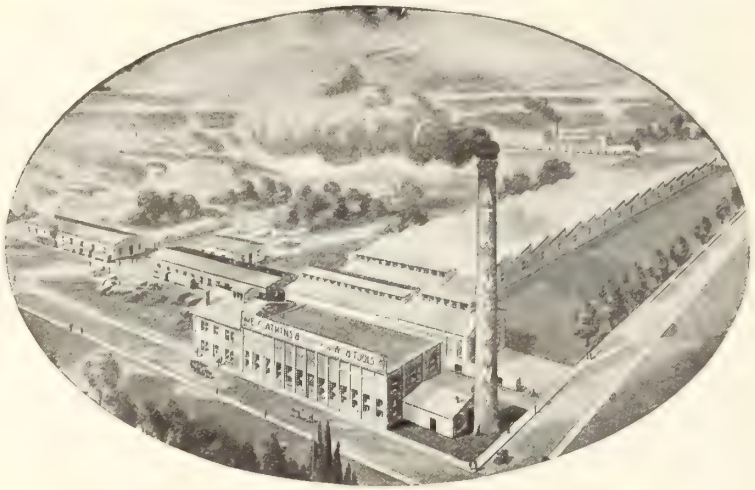
Investigate what the National Cash Register built for your size of store will do.

The National Cash Register Company

285 Yonge Street, Toronto

CANADIAN FACTORY: TORONTO, CANADA

ATKINS STERLING SAWS



Canada's big Saw Factory. Where ATKINS STERLING SAWS are made. We are wide awake. Our methods are progressive. We manufacture Saws which make good and establish confidence with your best trade. We back this up by a progressive sales co-operation that makes the most money.

Why not specialize on ATKINS STERLING SAWS this Spring. Buy from your usual source, but insist on the genuine article with our name on the blade. If you have any difficulty in getting them in this way, write to us direct.

E. C. ATKINS & CO.

Makers of Sterling Saws

Factory: Hamilton, Ont. **Branch: Vancouver, B.C.**

MEMBER OF CANADIAN HARDWARE MANUFACTURERS EXHIBITORS ASSOCIATION

Seasonable and Saleable Specialties

Apple Pickers' Blouses or Aprons

Made of Strongest Duck



Apple Pickers' Baskets

Willow or Hickory—Medium or Large Oval—Swivel or Solid Handles

Round Baskets now in Stock





Meakins & Sons, Limited, Hamilton, Ont.

Warehouses:—Toronto, London, Winnipeg **Meakins Brush Co., Limited, Montreal**

"Wear-Ever" Aluminum Roaster





The Every Day—Year Around Uses of the "Wear-Ever" Aluminum Roaster

are many, whereas most roasters are used only once or twice a year.

Last year thousands of Aluminum Roasters were sold by "Wear-Ever" dealers—helped by advertising in Women's magazines.

This year the "Wear-Ever" Double Roaster will be featured again in November magazines which appear about October 20th—the Ladies' Home Journal, Good Housekeeping, Delineator.

Make the most of the consumer demand for this all-year-around utensil.

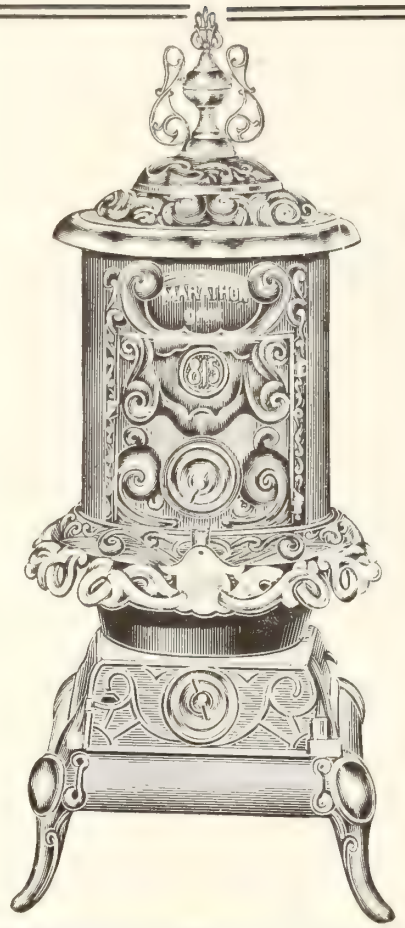
Write for Roaster sales helps—sent free to all "Wear-Ever" dealers.

No. A511, Newspaper Electrotype of Advertisement.
No. 1230, "The Thanksgiving Turkey and Other Good Things," a Folder, 3 colors, 6¼ x 3½ inches, imprinted with your name.
No. 1235, Store Card or Street Car Card, 11 x 21 inches.
No. C325, Newspaper Electrotype of Double Roaster.
No. A69, Newspaper Electrotype, Turkey in Roaster.
No. A70, Newspaper Electrotype, Steaming Fruit in Roaster.
No. 1067, "Wear-Ever" Ad. Book.
No. 979, "Wear-Ever" Demonstration Book.

WEAR-EVER N.A. ALUMINUM CO. LTD. TRADE MARK

Northern Aluminum Co., Limited

TORONTO, ONTARIO



DAVIDSON'S

"Marathon Oak"

A first-class heater *Artistic in appearance*
Quick in action *Economical on fuel*
Burns either wood or coal

Has blued steel body, draw centre grate, deep fire pot, steel base strips. Coal magazine can be supplied with No. 17 when required

A low priced stove in great demand

Made in Four Sizes *Write for Prices*

Nos.	Dia. of Fire Pot	Height, less urn	Weight
811	10 inch	34½ inch	48 lb.
813	12 "	36½ "	64 "
815	14 "	39 "	76 "
817	16 "	41 "	100 "

Order Now to Ensure Delivery when required

The Thos. Davidson Mfg. Co. LIMITED

Montreal Winnipeg Toronto

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

There's a Good Sale For Them

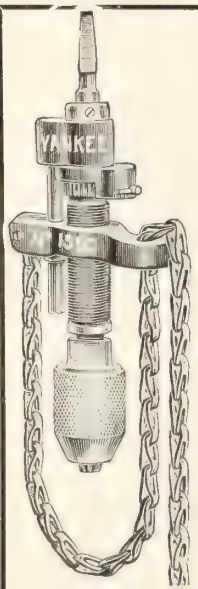
Manufactured solely by

Gutta Percha & Rubber, Limited

Successors to

The Gutta Percha & Rubber Mfg. Co. of Toronto, Limited

TORONTO MONTREAL WINNIPEG
CALGARY VANCOUVER



No. 1500 with 3-Jaw Chuck

No. 500 with 2-Jaw Chuck

Here's a New One

"YANKEE" CHAIN DRILL

With Positive

FRICTION FEED

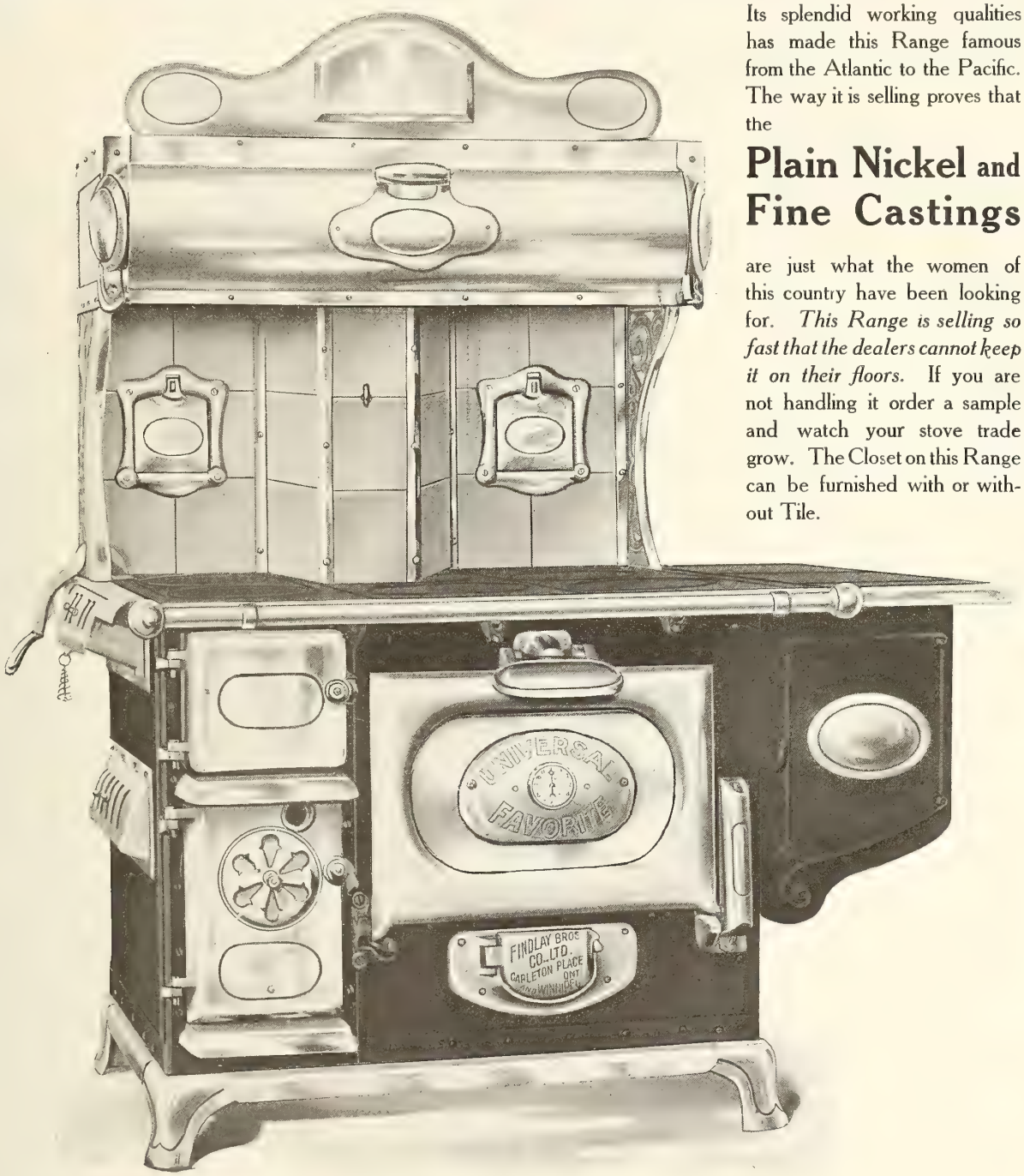
Adjusts itself automatically to the size Drill Point used, and feeds no faster than it can take. This saves Drill points. The slack in the chain is quickly taken up by the automatic friction movement, and this is reversed for slackening the chain or taking the Drill from the work, giving you the quickest operating and biggest time-saving Chain Drill made. There is no band feed to fool with, and nothing to catch and pinch the fingers. Like all other "Yankees" it is built as substantially as is possible to make it throughout.

Your Jobber Will Supply You

NORTH BROS. MFG. CO.

PHILADELPHIA, PA.

We know, Mr. Dealer, that this is your busy season, but just pause and take a look at the Universal Favorite in its new dress.



Its splendid working qualities has made this Range famous from the Atlantic to the Pacific. The way it is selling proves that the

Plain Nickel and Fine Castings

are just what the women of this country have been looking for. *This Range is selling so fast that the dealers cannot keep it on their floors.* If you are not handling it order a sample and watch your stove trade grow. The Closet on this Range can be furnished with or without Tile.

FINDLAY BROS. CO., LIMITED

Head Office and Works, CARLETON PLACE, ONT.
Branch House, - - 260 Princess St., WINNIPEG

Wholesale Jobbers for N. Alberta: **REVILLON WHOLESALE LIMITED, Edmonton**

Distributing Agents: **For Southern Alberta, D. V. COPE & CO., Calgary; For British Columbia, GEO. D. HORSMAN, Vancouver**

Getting Your Share of the Heating Harvest

Now is the time of your biggest opportunity.

These recent cold days are reminding your customers very forcibly of their need of

Pease Furnaces

Take advantage of our follow-up system—it is the last link in our complete system of securing the customers by general advertising, advertising literature, and general follow-up.

If you have an odd case or a hard sale to make, let us know and we will help you in every possible way.

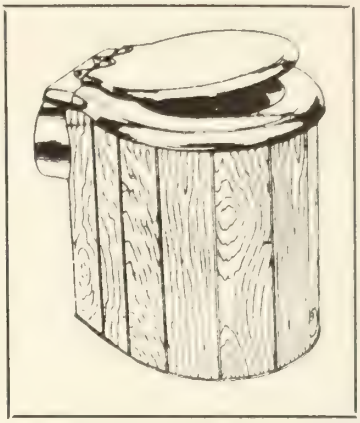
We want you to always remember that we are behind you in everything—GOODS—guarantee and "help" in making sales.

Don't hesitate to consult us.

PEASE FOUNDRY COMPANY LIMITED

Head Office: Toronto
Works: Brampton

Branches: VANCOUVER, WINNIPEG, HAMILTON



Something Different to the Regular Chemical Closet

Kendrick's Aerated Dry Closets

Are healthy, comfortable, durable and economical
The only absolutely odorless dry closets on the market

No waterworks or sewerage required
No offensive burning out
No polluted matter to be carried out

It's an easy paying proposition for you, Mr. Dealer, and worthy of your consideration

Write for attractive booklet giving full description

SUPERIOR SUPPLY CO., Limited
Hagersville - Ontario

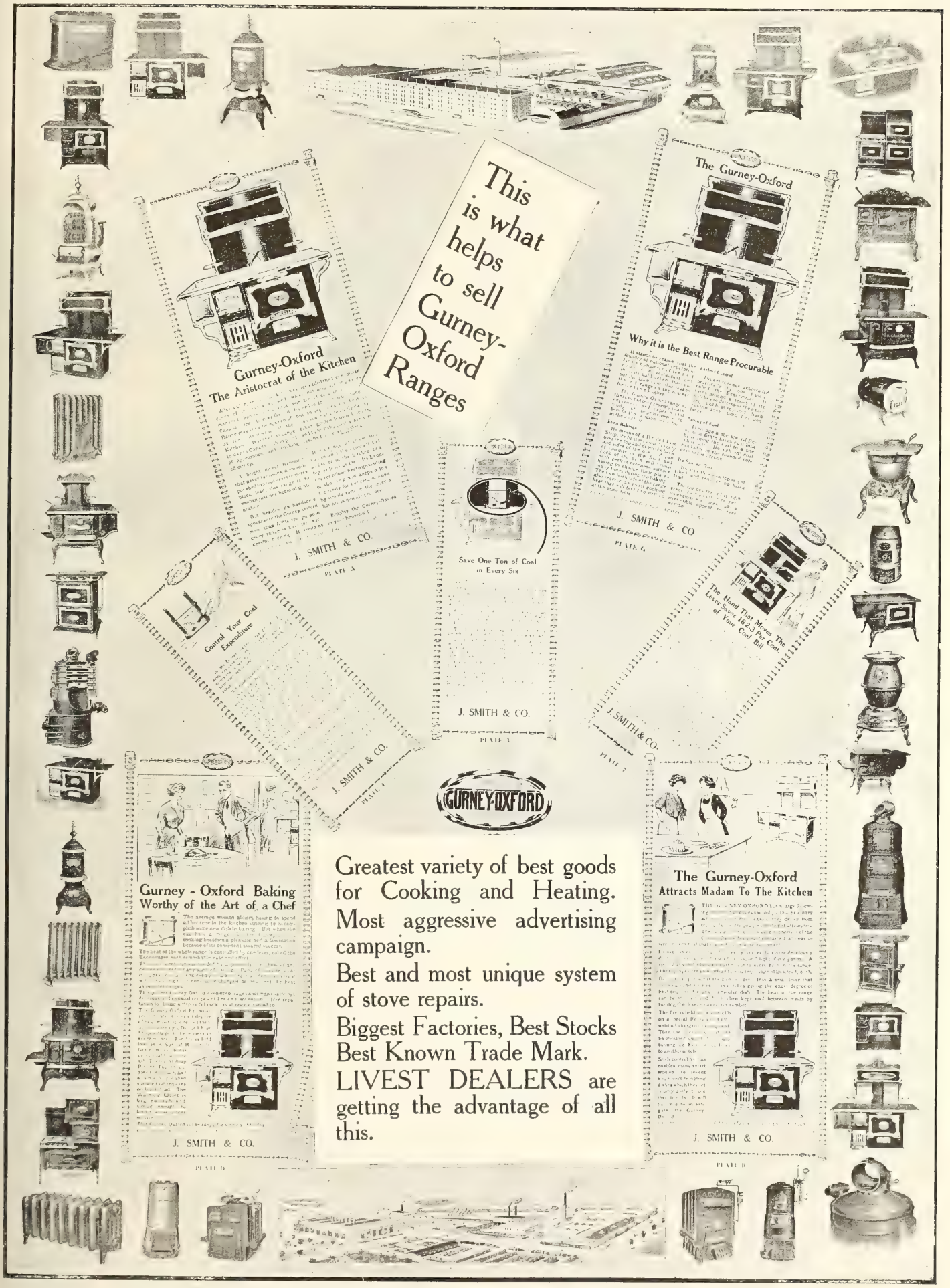
The "HERCULES" Sells on Sight

It's such a sturdy and thoroughly practical step-ladder, that it instantly commends itself to prospective customers. It is built to stand the wear and tear of every day use, being made in lengths from four to ten feet and in extra heavy stock up to 16 feet.

It's a splendid line for the retailers to push this Fall, and big profits can be made by placing it before the notice of housewives, electricians, mill owners, etc.

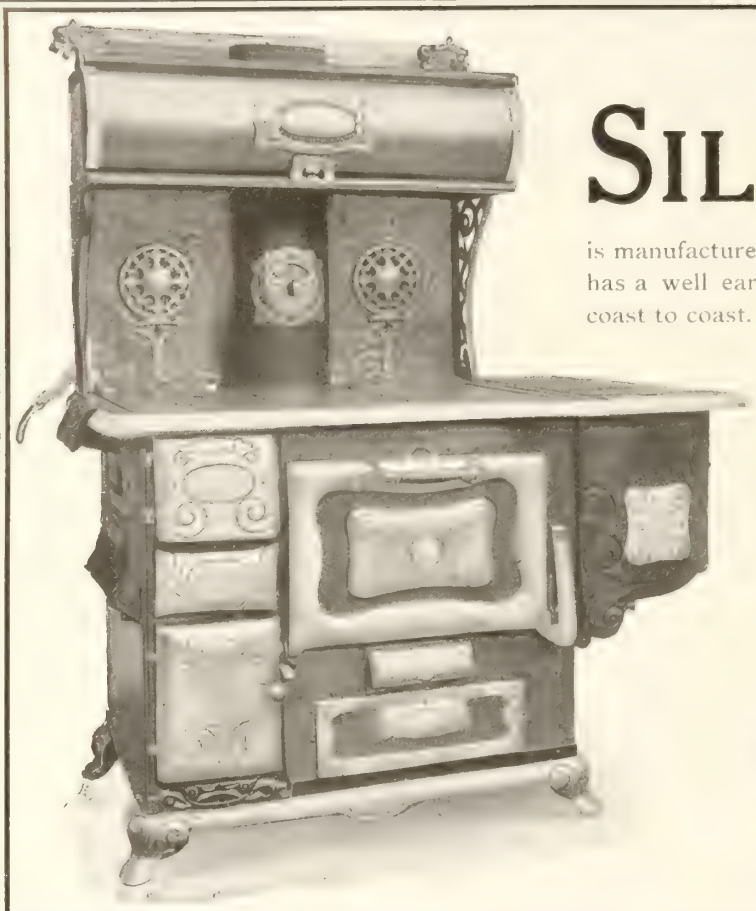


Stratford Manufacturing Co., Limited
STRATFORD
ONTARIO



THE GURNEY FOUNDRY COMPANY, LIMITED, Toronto

Montreal Hamilton Winnipeg Calgary Vancouver



THE

SILVER KING

is manufactured in the West to suit Western conditions, and has a well earned reputation of efficiency that extends from coast to coast.

The specially constructed Firepot, the Coppered Steel Oven, the Ash Pit Check, the Lower Warming Drawer, the Reversible Fire Linings, the Round Cornered Flues are but a few of the many distinctive features of the Silver King.

It gets the maximum heat from fuel consumed, and on that one point alone proves its superiority over others.

Let us quote you prices on this and our various other trade winners.

The Copp Stove Co.

LIMITED

Factory : FORT WILLIAM

Whse. and Sales Office : WINNIPEG. MAN.



Empire Quebec

WITH REVOLVING GRATES

A very popular seller at a price that allows the dealer a good profit and meets the consumers' demands for a highly efficient heater at a moderate price.

Made of the finest material, attractive finish, nickel door, ring, name plate and swing top, removable grates, easily operated, and will burn wood, hard and soft coal.

In Four Sizes : 30, 40, 50, 60

Write for Prices

Canadian Heating & Ventilating Co., Limited

Vancouver
1059 Hamilton Street

OWEN SOUND
Ontario

Winnipeg
521 Henry Avenue

Give the 'Champion Souvenir' a Start—It Pushes Itself





NOW is the time to get your stove, range and heater stock in shape for the busy Fall season. We have a splendid and most comprehensive line of Stoves, Ranges and Furnaces, all built with those exclusive saleable features that make them so profitable to the dealer, so acceptable to his customers.

We have excellent shipping facilities, but it would be to your advantage to place your order early to avoid any possible delay through congested shipments.

The "Champion Souvenir Range" here illustrated is fully dealt with in our interesting booklet the "Test of Time." Write for a copy and get a line on Canada's Leading Cast Range.

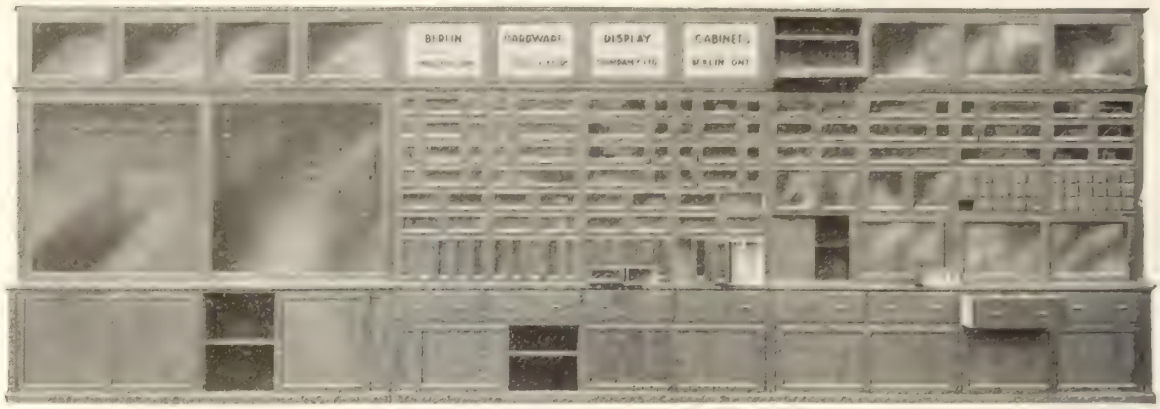
Souvenir Stoves and Ranges, Gurney Hamilton Locks and Builders' Hardware, New Idea Furnaces and Registers, New Idea Boilers and Radiators.

Hamilton Stove & Heater Co., Limited

(Successors to Gurney, Tilden & Co., Limited)

HAMILTON, ONT.

TILDEN, GURNEY & CO., LIMITED, Winnipeg, Calgary, Vancouver



Your Goods Will Sell Themselves

Providing you display them to the best possible advantage. And the only way you can do that is to install a system of Berlin Hardware Display Cabinets.

You will be agreeably surprised at the increased attractiveness they will give your store. And they will allow you to quicken your service, thus gaining the gratitude of your customers, who in turn will spread the glad news amongst their friends.

If this means anything to you send us dimensions of your store and we will make estimates and suggestions to suit you.

The Walker Bin & Store Fixture Co., Ltd., Berlin, Ont. Designers & Mfrs. of Modern Store Fixtures

The S.M.P. Seamless Savoy Roasters

Self-Basting
Self-Browning

WILL SOON BE IN DEMAND. ORDER NOW AND BE PREPARED FOR THE RUSH.

Satisfactory
Sanitary

Perfectly smooth and seamless, without a corner, angle, groove, corrugation, seam or fold of any kind—just a plain smooth surface that's easy to clean.



FAMILY SIZE 17½ x 11½ x 7½ inches

PRICES ON APPLICATION



HOTEL SIZE 19 x 13½ x 9½ inches

No. 200 Made in Pearl Enamel and Black Steel. Case Lots - - - ½doz.

No. 400 Made in Black Steel only. Case Lots - ¼doz.

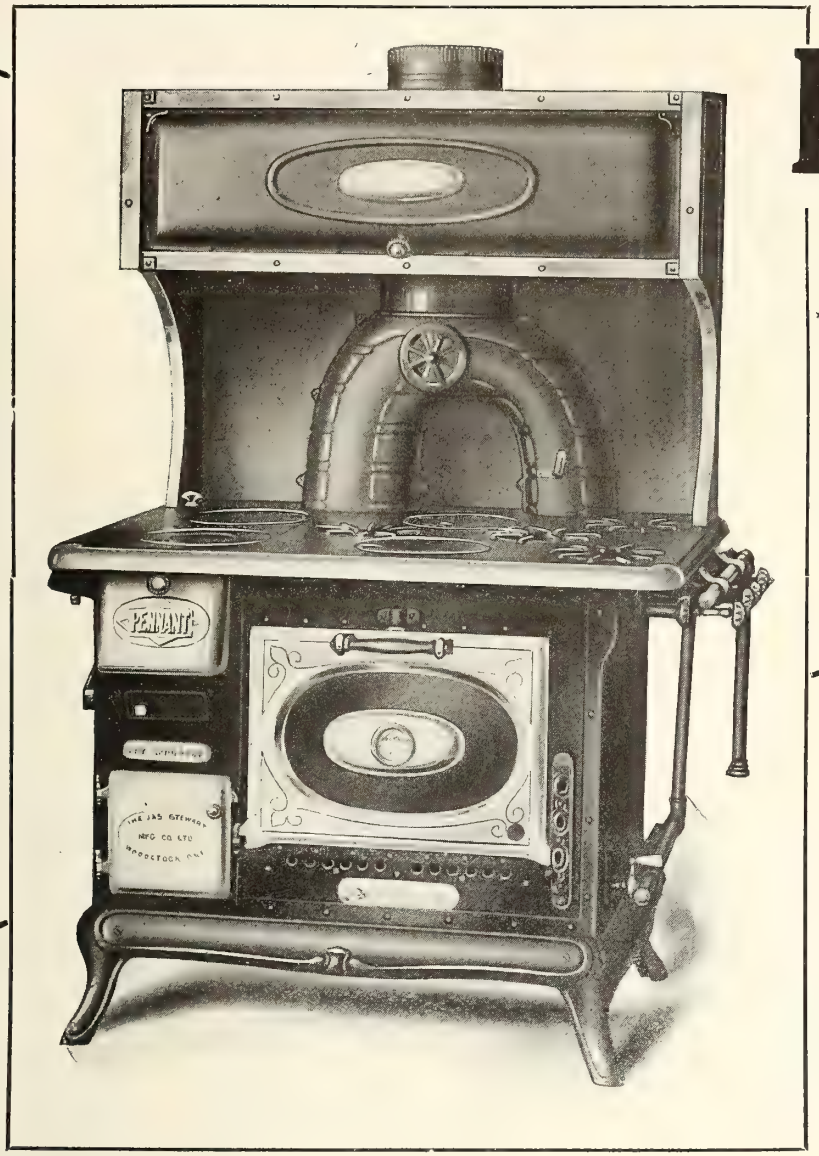
THE SHEET METAL PRODUCTS CO.

OF CANADA LIMITED

SUCCESSORS TO

KEMP MANUFACTURING COMPANY

MONTREAL TORONTO WINNIPEG



PENNANT

Two-Fuel Range

Change the Fuel Without Changing The Range

OPERATED WITH COAL OR GAS EITHER SINGLY OR BOTH AT THE SAME TIME WITHOUT MOVING A BURNER.

THE PENNANT is the "last word" in household cooking appliances, offering, as it does, **Two Complete Stoves within the compass of One Good Sized Kitchen Range,** and always available for coal, wood or gas without any tinkering or manipulating of burners.

¶ The top has four 8-inch coal holes and four holes for gas, presenting a total of **Eight Cooking Holes,** and all available at the one time if required.

¶ There is positively no connection between the coal and gas sections of range, so both fuels can be used at the same time.

¶ Oven flue and flues under main top carry all natural gas fumes direct to chimney.

¶ If you have gas in your town write us for particulars.

The James Stewart Mfg. Co.

LIMITED

Woodstock, Ont. **Winnipeg, Man.**

MEMBER OF CANADIAN HARDWARE MANUFACTURERS EXHIBITORS ASSOCIATION

The Steel Company of Canada, Limited
Hamilton, Ont.

Stove Manufacturers:

Send in your specifications at once for

IRON RIVETS and BURRS **STOVE BOLTS and NUTS** **STOVE RODS**

and be assured of early and prompt delivery

STOVE PINS
MACHINE SCREWS & NUTS
STOVE PIPE WIRE
STOVE SCRAPERS
STOVE PIPE SCREW EYES
COTTER PINS

WHITE LEAD and PUTTY

100 per cent. Pure. Packed in 1, 2, 3, 4, 5 lb. Tins, 12½, 25, 50, 100 lb. Irons 500 lb. Kegs.

District Sales Offices:

HAMILTON MONTREAL TORONTO WINNIPEG
VANCOUVER VICTORIA ST. JOHN HALIFAX

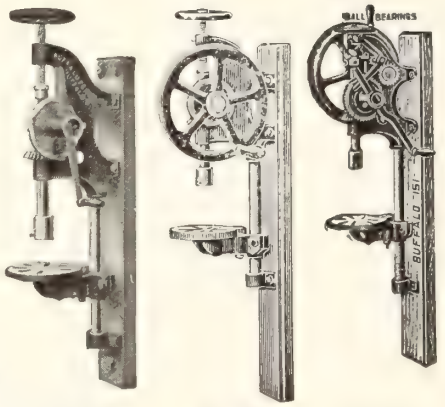


No. 625

The World's Standard Rivet Forge. Has full size 12-inch blower, operated by crank. Will last and do good work years after other forges are worn out.

"MADE IN CANADA"

Catalogue No. 144 on request



No. 149 No. 150 No. 151

Buffalo Ball Bearing Post Drills. We make a complete line for Blacksmiths, Horse Shoers, Farmers, etc.



Buffalo Forge No. 650 with the Famous "200 Silent Blower," 1911 model

"Buffalo" **Forges, Blowers, Drills** *and* **Exhaust Heads**

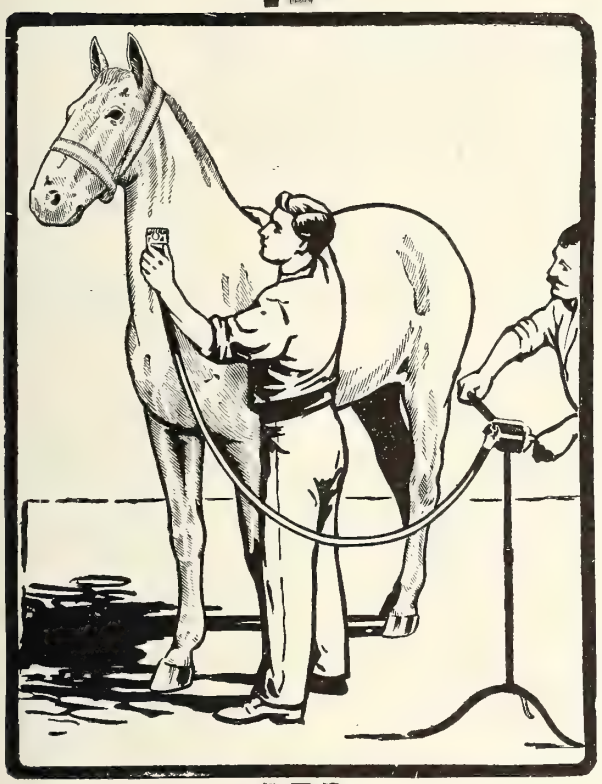
The eyes of every user of blacksmith tools are upon the "Buffalo" line. If you want to travel along the line of least resistance, offer your customer the "Buffalo" forges, drills, blowers, punches, shears and other blacksmith tools. Ask us for catalogue and information which will bring to you trade which may now be passing by your door.

Canadian Buffalo Forge Co., Limited
MONTREAL



Buffalo Exhaust He ad

Burman's



The Best of the Good Horse Clippers

You know the thorough way in which British manufacturers make their products,—built to last, finish of the best, operation most efficient. These elements of thoroughness are found in

The Burman No. 17

It is undoubtedly the most popular clipper made, having interchangeable parts, cut gears, etc., all of which are made from the best steel in the world.

Horse owners know and appreciate the Burman—you can make satisfied customers if you carry this splendid clipper in stock.

Any Jobber will supply you

B. & S. H. THOMPSON & CO. LIMITED

MONTREAL

Let Your Customers Know You Sell Consolidated Glass

We are advertising the qualities of the different kinds of Consolidated glass to Builders, Painters, Decorators and Architects throughout Canada.

Get the benefit of this advertising in your locality by letting every Builder, Painter, Decorator and Architect know that you sell Consolidated Glass.

And we'll stand behind you to back up everything you say and help you to win the best glass trade in your locality.

Write us for terms and prices now, on Polished Plate Glass, Mirrors, Window Glass, Cathedral Skylight, Muranese, Florentine, Enamelled, Chipped, Art Glass, Leaded Glass, Wire Glass, Sand Cut Glass.

The Consolidated Plate Glass Co.
of Canada, Limited

Phone Coll. 8000
Private branch Exchange connecting all departments

241 Spadina Ave.
TORONTO

Black Jack

Sold by all Jobbers



3/4 lb. tins
3 doz. in case

Quick Clean Handy

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863 INCORPORATED 1895

Twelve Medals of Award at INTERNATIONAL Expositions



Special Grand Prize GOLD MEDAL Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.



Quality Counts—

But Counts DOUBLY When Price is Right

When you can say to your customer, "This bit is the best you can buy and the price is right," you make a satisfactory sale.

Dealers who handle **TOBIN HIGH SPEED BITS** know this. Send an order for them, they are business makers. We will send a sample FREE to any dealer

Tobin Arms Mfg. Co., Ltd., Woodstock, Ontario

SASK - ALTA

The name that denotes the highest quality in

Steel Ranges



MEMBER OF CANADIAN HARDWARE MANUFACTURERS EXHIBITORS ASSOCIATION

The materials used in its manufacture are the best blue sheet steel and cast iron of heavy weight and durable quality.

The construction is the best that skilled mechanics can make it.

Tests of the most exacting nature—every part subject to most rigid inspection before shipped.

Build up your stove department on the reputation of McClary's. Be a McClary dealer out and out and your trade will increase by leaps and bounds.

The Sask-Alta is a fine introducer—Its handsome appearance attracts all customers, its exclusive features interests all buyers, and its well known quality standard clinches all sales.

Communicate with our nearest branch for more particulars.

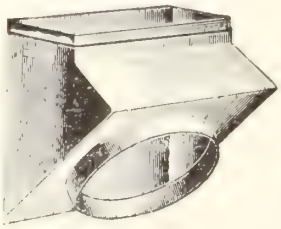
London
Toronto, Montreal, St. John, N.B.
Hamilton

McClary's

Winnipeg
Vancouver, Calgary, Saskatoon
Edmonton

McClary's on goods is a quality name

Furnace Dealers



Can **Save Money** during the busy season by purchasing their furnace stock ready made from us.

We manufacture Hot Air Registers, Furnace Stock, Eave Troughs, Down Pipes, Elbows, etc., and can quote you the most reasonable prices as well as give you the quickest possible service.

Write for catalogue and prices

A. Welch & Son

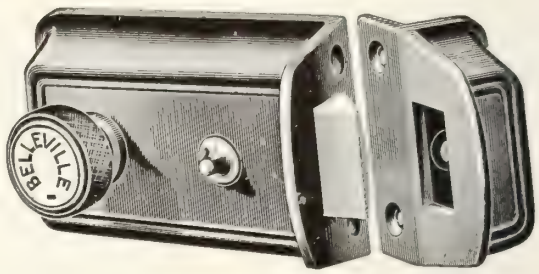
304 Queen St. W., Toronto

Security & Saleability

are the two trade winning features of the Belleville No. 99 Cylinder Night Latch.







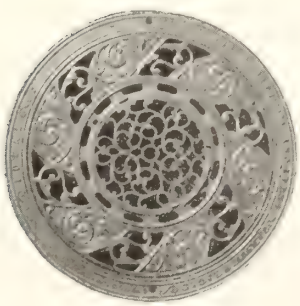
If your jobber is out of stock refuse all alleged substitutes. The Belleville No. 99 Cylinder Night Latch has no equal for the price, which is extremely moderate.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.



Ceiling Plate



Floor Plate

REGISTERS

Ideal Registers are noted for their selling qualities. The designs are attractive. The perfect castings and excellent finish keep them sold and bring repeat orders.

For six and seven inch pipe. All black or black and white finishes.

Look over your stock and write us today for the names of jobbers selling these registers in your territory; also get our booklet showing a large line of stove and furnace trimmings—the kind every dealer uses.

SOME OTHER THINGS WE MAKE

Fireplace Fixtures	Double-Acting Hinges	Door Latches
Waffle Irons	Screen Door Hinges	Saw Vises
Griddles	Mop Sticks	Chest Handles
Meat Broilers	Door Knockers	Foot Scrapers
House Numbers	Pulls	Steak Pounders
Pulleys (all kinds)	Harness and Coat Hooks	Quilt Frame Clamps

STOVER MFG. CO., 732 East St., Freeport, Ill.

THE BEST BUILDERS' HARDWARE

We manufacture a most comprehensive line of Builders' Hardware at prices that are very reasonable, quality taken into consideration.

You make no mistake when you sell our guaranteed

BUTTS, HINGES, NAILS HASPS, STAPLES, ETC.

They are the best obtainable—the kind of goods that bring buyers back for more. Place that trial order with us now—while you are thinking about it.

Our catalogue contains illustrations of a host of articles you can sell to your distinct profit.

COWAN & BRITTON

LIMITED
GANANOQUE, ONTARIO

Two Ranges In One!

A Combination of the Best Coal and Best Gas Range We Make

The Kind of Seller for which You are Looking

The most important part of a gas range is the burner: a coal range—the fire-box.

The Gas Section of the Canada Combination is fitted with the most scientific burners yet produced.

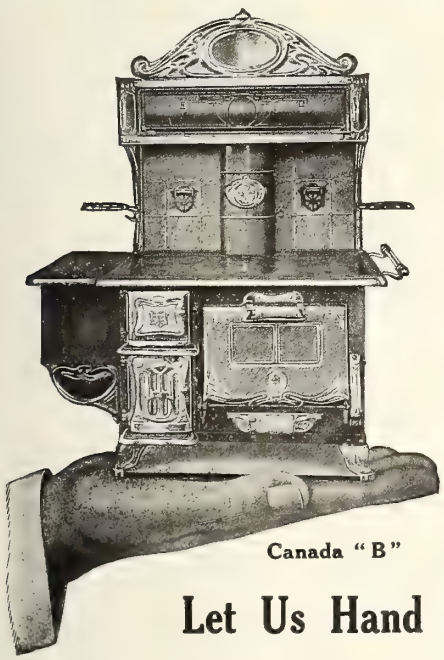
There are no burners in the flues to close up.

The coal fire-box has very heavy bricks, enclosed cogs, heavy anti-clinker duplex grates, and brick rests. All parts easily removed when required.

The interior of the gas oven is removable without undoing a single bolt or nut, making it a pleasure instead of drudgery to keep it clean.



Occupies the space of one range and does the work of two with efficiency and economy



Canada "B"

Nickel work and ornamentations are especially adapted for cleaning, all the corners are rounded, no bolt heads or nuts on the face of oven doors and medallions.

The canopy and ovens are both ventilated into the smoke pipe.

The 4 burner gas table folds up under canopy.

Both coal and gas ovens can be used at the same time.

Let Us Hand You A Good One—The Canada "B" Steel Range

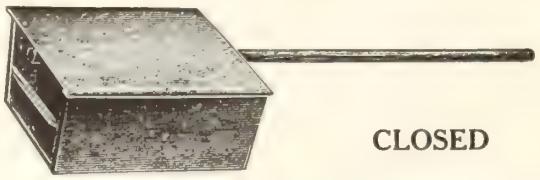
Sales come quick and you get a splendid profit. Ask for particulars.

The MOFFAT STOVE CO., Limited, Weston, Ont.

Montreal Winnipeg Calgary Vancouver

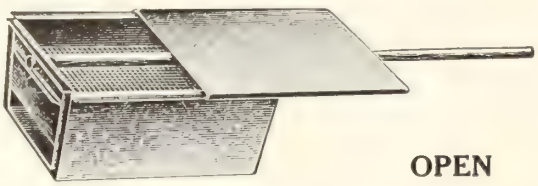
DAISY ASH SIFTER

A SALEABLE SIFTER THAT GIVES SATISFACTORY SERVICE



CLOSED

A perfectly Dustless Ash Sifter. Easily operated. Effects a saving of from 40 to 50 per cent. on coal bills.



OPEN

Sold by all leading Jobbers
Price $7.80 a dozen

SOREN BROTHERS

Wholesale Manufacturers of

TIN PLATE, COPPER AND GALVANIZED IRON WARE

811-815 King St. West TORONTO

Simply Operated



Perfectly Dustless

Samuels' Dustless Ash Sifter

Has filled the long felt want for an ash sifter that embodies every modern convenience and conduces to the sanitary conduct of the household. Devoid of all useless frills—just a plain but very practical device that does its work well and with absolute economy.

Pays for itself quickly by the money it saves. A quick seller with a very profitable turnover.

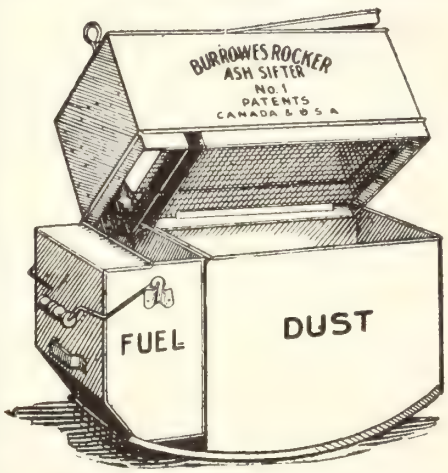
WRITE FOR FREE PARTICULARS AND PRICES

FOR SALE BY

RICE LEWIS & SON H. S. HOWLAND & SONS
KENNEDY HARDWARE CO., TORONTO
STARKE, SEYBOLD, LIMITED, MONTREAL

MANUFACTURED ONLY BY

J. SAMUELS - - TORONTO, ONT.



You Need It

You need this ash sifter because your customers need it. It will pay you to see that they get

The Burrowes Patent Dustless Rocker Ash Sifter

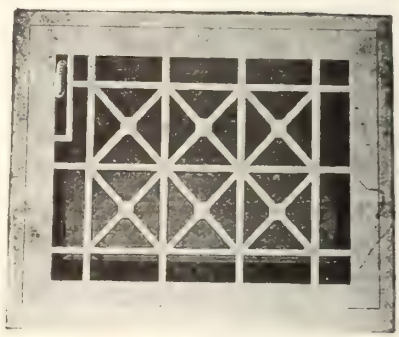
because other people have told them that *it is really dustless* and will justify every claim made for it. Try a few and see how quickly they will move. Write for prices, etc.,

Your wholesale house will supply you

STARKE-SEYBOLD, LIMITED, Agents for Quebec Province

THE BURROWES MFG. COMPANY

611 King St. West, Toronto



The "Quick Set" Register

(It's our latest) *(We think it our best)*

WE ARE

FOR ALL STYLES OF SIDEWALL AND FLOOR REGISTERS OF ALL SIZES

HEADQUARTERS

VENTILATORS AND GRILLES IN METAL OR WIRE OF ALL STYLES AND FINISHES

Write for catalogue and prices

Tuttle & Bailey Mfg. Co., Limited, Bridgeburg, Ont.



Watch this number grow

283 have already engaged hotel accommodation and are booked for the special trains. Send now for particulars, reduced rates for all Hardware trade from all points.

Canadian Hardware Mfrs. Exhibitors

F. M. TOBIN, *Secy.-Treas.*

Woodstock, Ont.

J. J. TURNER & SONS

The Largest Manufacturers in Canada of

Tents, Flags, Awnings, Sails, Horse Blankets, Waterproof Goods, Coal Bags and every description of Camping Goods.

Send us your orders for Tents and keep them in stock. They are put up in bags to keep them clean.

J. J. TURNER & SONS

Peterborough, Ont. **Regina, Sask.**

We Ship Promptly

Try us for

Cordage
Wrapping Twines
Cotton Duck
Oiled Clothing

We are sole selling agents
The Hopkins Mfg. Co., Limited
Mfrs. of Bags, Tents, Tarpaulins, Flags
and
The Dominion Waste Mfg. Co., Limited
Mfrs. of Cotton and Wool Waste

Scythes & Company Limited

TORONTO **MONTREAL**

The summer over, fall and winter is cleaning time. Show the goods. Counter Display Boxes are silent salesmen.

Wonder - Shine

Cleans Without Rubbing

Silver, Gold, Plated Ware and Cut Glass

(absolutely Guaranteed)

25c size (1 & 3 doz. cases) $2.00 doz.
10c size (3 & 6 doz. cases) 80c doz.

or direct to



STUART & FOSTER LIMITED

King & Berkeley Sts., Toronto, Established 1882.

Now owning and operating Wonder-Shine Limited

MONARCH TYPEWRITERS

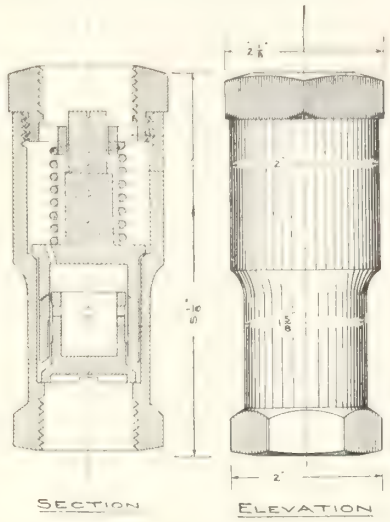
The King of all Writing Machines

JUST THE THING FOR THE UP-TO-DATE HARDWARE MAN

Remington Typewriter Co., Limited

MONARCH DEPARTMENT

144 Bay Street, Toronto, Ontario



THE

Knickerbocker Regulator

SAVES FUEL — INCREASES RADIATION

Here is a device for which the hardware dealer can find a ready market among engineers, steamfitters, plumbers, etc.

It is the only device that will operate automatically both on open and closed systems of hot water heating. It gives an increased radiation of from 25 to 50 per cent. and cuts fuel bills in two.

Can be easily applied to old as well as new systems, and is guaranteed to do its work well.

Descriptive Circular upon request

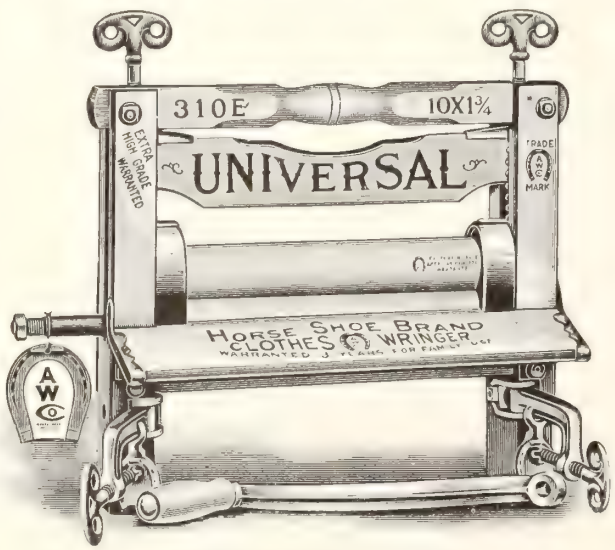
We have a most complete and reliable stock of Engineers', Plumbers', Steamfitters' Supplies, Brass Goods, etc. Catalogue sent to the trade.

Jas. Morrison Brass Mfg. Co., Limited

93-97 Adelaide St. West TORONTO, ONT.

NEW LINE

UNIVERSAL CLOTHES WRINGERS



Packed 3 and 6 in a case

Plain Bearings and Steel Ball Bearings

Spiral Pressure Springs Enclosed Cog Wheels

PLAIN BEARINGS

No. 310E - - - - Rolls, 10x1¾ inches
No. 311E - - - - Rolls, 11x1¾ inches

STEEL BALL BEARINGS

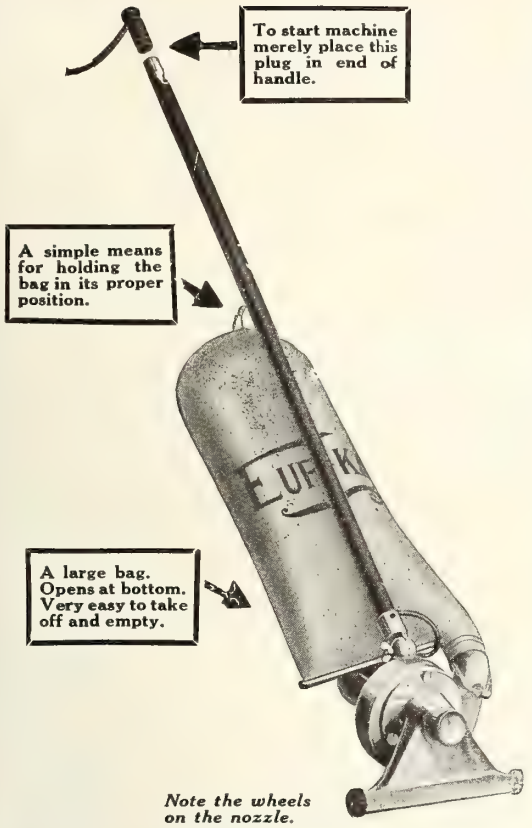
No. 317E - - - - Rolls, 10x1¾ inches
No. 318E - - - - Rolls, 11x1¾ inches

SAME STYLE MADE IN FOLDING BENCH.

Send for Catalog (T).

THE AMERICAN WRINGER COMPANY

99 CHAMBERS STREET, NEW YORK, U.S.A.



Profits Shared with YOU

Take advantage of this opportunity and let us help make money for you. We are spending part of our profits in persistently and and effectively advertising the

"Eureka" Electric Cleaner

Absolutely Guaranteed

(RETAIL PRICE $45.00)

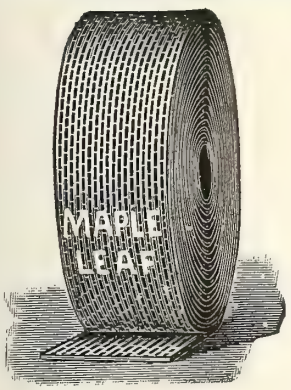
We keep the name constantly before the public eye in a way that means easy sales and big profits for you. All you need do is to let your customers know you sell the "Eureka"—the machine does the rest.
The "Eureka" is simply operated and adjusted. Will go where any carpet sweeper will go, and is much more efficient.

Let us put our easy selling proposition before you

Onward Mfg. Co. : BERLIN ONTARIO

Toronto Retail Store: 423 Yonge Street

Western Distributing Agents:
MONCRIEFF & ENDRESS, LIMITED, Scott Block, Winnipeg. Man.



To The Hardware Trade

Look over your stock and send your orders in NOW for

"Maple Leaf" Belting and Belt Dressing

so as to insure delivery within a reasonable time.

Manufactured only by the

Dominion Belting Co., Limited

Hamilton - Canada

We make a kind and size of

WASHING MACHINE and CLOTHES WRINGER

for every kind and size of store



They're easily sold and stay sold.



We can meet your Requirements whatever they are and deliver the Right Goods at Right Prices and at the Right Time.

Cummer-Dowswell, Limited

HAMILTON, ONT.

KEEP UP THE GOOD WORK



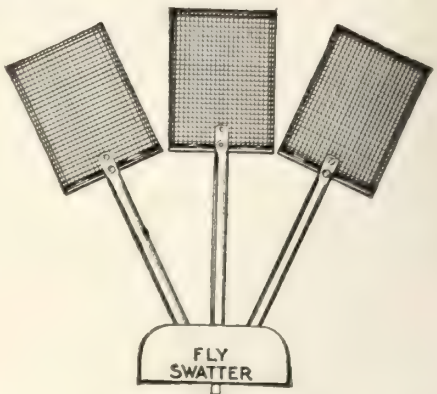
Balloon Fly Trap

All the flies are not dead yet—in fact, the month of October offers the most favorable conditions for the breeding and development of this disagreeable and dangerous pest.

The BALLOON FLY TRAP is always in working order, and never lets up. Always room in it for another victim. No trouble to keep going. Packed nested one dozen in a carton.

The ONTARIO FLY SWATTER is a five cent line, and is very flexible, so it conforms to any uneven surface, and never misses—if aimed straight. Packed one dozen in a carton.

Flies are not protected by the game laws, and the season is open as long as one can be found. Gather them in.



Ontario Fly Swatter

E. T. WRIGHT CO., LIMITED, Hamilton, Ont.

VANCOUVER WINNIPEG TORONTO

Every Progressive Hardware Dealer Should Stock the "BAYARD" Automatic Pocket Pistol



The "Bayard" 32 cal. pocket pistol is only $4\frac{3}{4}$ in. long, $3\frac{3}{8}$ in. high, $\frac{7}{8}$ in. thick, weighs about 16 ozs. and has an initial velocity of 837 ft. per second; will penetrate 4 inches of pine at 10 yards, and 3 inches of pine at 100 yards. Insist on your jobber supplying you with the "Bayard," or

Write for Descriptive Booklet

McGill Cutlery Co., Reg'd, P. O. Box 580, Montreal, Canada



Duplex Double-Acting Power Pumps

3 to 60 gallons per minute capacity.

Deep Well Power Heads

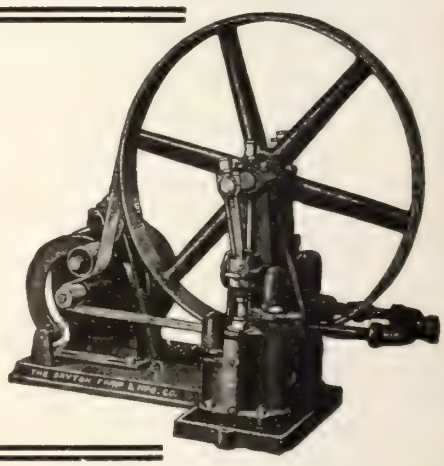
6", 8", and 12 Strokes

All pump parts are made to gauges, jigs and templates, and are interchangeable. Especially desirable where quiet running and low cost of operation are essential.

DAYTON WATER SYSTEMS

We desire trade arrangements with responsible dealers. Catalog on request.

The Dayton Pump & Mfg. Company, Dayton, Ohio, U.S.A.



If you do not see what you want among the advertisements in Canadian Hardware, Stove & Paint Journal, write the publication office, 32 Colborne St., Toronto, and your requests for information will receive prompt attention.



IF the police roped off your store so that your customers couldn't get to you—you'd kick.

We make traps—partly for you, of course, but primarily for the trapper—and your cash register clicks when these traps leave your store and go to him.

BUT—some years they don't go. You have roped the trapper off from your store and from us by failing to buy traps early. You haven't enough traps to supply him. It takes a long time to get more. The season is short and *the trapper can't get traps when he needs them.* Then he kicks—sometimes to you, sometimes to us.

It hurts to be kicked.

So this year we ask a favor of you—to stock traps early so the trapper can get all he needs and won't kick—us.

ONEIDA COMMUNITY, Ltd.
NIAGARA FALLS, ONT.



The YALE way of closing doors

Your customers must decide between—

a door that stands open, letting in draughts, dust, noises and odors—

a door closed by a spring, with a nerve-racking slam—and

a door equipped with a Yale Door Check: a door closer that never forgets; that noiselessly and unfailingly shuts the door every time it is opened.

Help your trade decide by talking the Yale. Every Yale decision means profit for you and satisfaction for your customers.

Canadian Yale & Towne Limited

Makers of Yale Products in Canada:
Locks, Padlocks, Builders' Hardware, Door Checks and Chain Hoists

General Offices and Works: St. Catharines, Ont.



Wire Nails

¶ Laidlaw Wire Nails and Staples are made in all sizes of the finest grade material.

¶ It will pay you to investigate and convince yourself of our superiority in this line.

Send Postal To-day

Bale Ties

¶ Our shop facilities for the manufacture of Baling Wire and Bale Ties are excellent, and enable us to produce goods of the highest order.

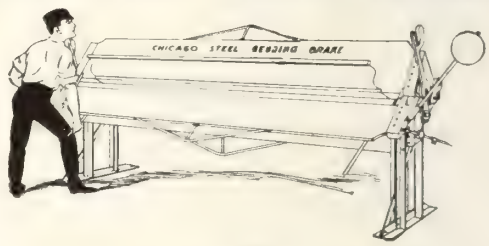
¶ They satisfy users and allow the dealer good profits on the investment.

The Laidlaw Bale-Tie Co., Limited
HAMILTON, ONT.

Geo. W. Laidlaw
Vancouver, B.C.

Harry F. Moulden
Winnipeg, Man.

Get *the* Steel Brake



THE

Chicago Steel Bending Brake

Is the result of years of concentration and deep study into the requirements of Sheet Metal Workers.

Used in thousands of workshops and pronounced "the best."

Made in 200 sizes, all equally efficient. Gives the best possible results.

Catalog and price list sent free upon application

The Steel Bending Brake Works
LIMITED
Chatham, Ontario

Reynolds & Jackson

(Manufacturers' Agents)

If you have a line of reliable goods that you particularly want to "boost" in Alberta, it will pay you to get in touch with us at once.

We represent the following well-known firms and can give prompt delivery and best prices on their goods:

Clare Bros. & Co., Preston
Enterprise Foundry Co., Sackville, N.B.
Alex. McArthur & Co., Montreal
Canadian Buffalo Sled Co., Preston

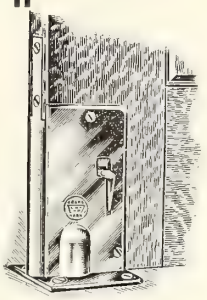
Write for particulars and prices

Calgary, Alberta

CHICAGO SPRING BUTTS

DISTINCTION

The Chicago "Relax" Spring Hinge



has distinctive features which impress your customers and create the demand.

The spring action release allows the door to be placed open at any desired position and automatically re-engages when the door is closed.

Chicago Spring Butt Company.

CHICAGO NEW YORK

Send for Catalogue S29

Metal Ceiling

Season is Now at Hand

You can get this business easier now than at any other season of the year provided you let people know you are ready to serve them.

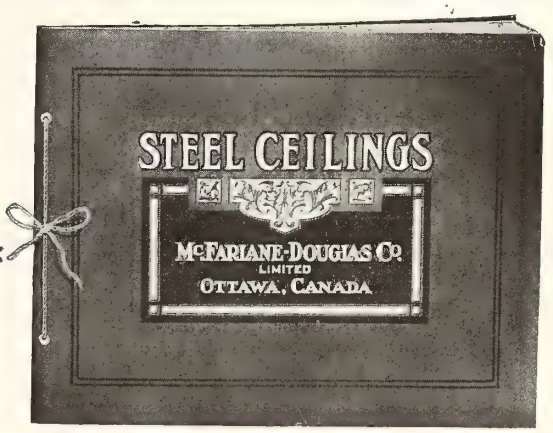
Catalogue No. 15

should be displayed prominently with attractive cards directing attention to it. This, when backed with a judicious reminder to each customer by the clerk waiting on them and a canvass of buildings needing a finish, will bring you some good business with a handsome profit. We help you give good service by shipping promptly goods that are

"Made in the West for Westerners"

Winnipeg Ceiling & Roofing Co.
Limited

P. O. Box 2186 E. WINNIPEG, MAN.



This Ceiling Catalog

contains many new attractive designs suitable for all kinds of buildings—churches, schools, theatres, commercial buildings and private residences, and no live hardwareman or tinsmith can afford to be without it.

If you want to make a reputation for yourself on your future contracts, you should let this new catalog of ours be your "right hand man."

Don't hesitate—send for it to-day —it's FREE.

McFarlane-Douglas Co., Limited
(Manufacturers)
OTTAWA - CANADA

Big Ben



Let Big Ben do your Advertising

You can buy Big Ben with your name on dials in lots of 24.—Your customers will take them right into their homes, give them a place you could not purchase if you tried—and pay you a premium of 50% for the privilege of reading your Ad every day in the year.

Big Ben's retail Canadian price has been fixed at $3.00. In lots of 24 with your name on dials he costs you exactly $1.90 net apiece. If you buy them in lots of 24, you make over a dollar on every one you sell. We are packing Big Ben specially for Canadian trade, 6 in a box with a full set of posters.

On an order for 12 you will receive a mahogany display stand—on an order for 24 two display stands, an outdoor metal sign and a complete assortment of posters.

Big Ben comes in either finish, nickel plated or polished brass, with $3.00 price tag attached.

With your name on the dial they have to come from *Westclox* at *La Salle, Illinois*, so count on six weeks for delivery.

Dealers' names printed free on dials in lots of 24 of one finish only.

In broken lots, $2.05 each less 2%. In case lots of 24, $1.95 each less 2%.

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

CANADIAN HARDWARE STOVE & PAINT JOURNAL

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Canada and Great Britain, $1.00 a year United States, $1.50 a year; other countries, $2.00 a year

The Value of Quick Service.

Quick service is an important factor in modern business. This is an impatient age, and everywhere people want rapid and at the same time efficient service. The railroad company that furnishes the quickest service to its patrons is the one that gets the business. In the same way all down the line rapidity is valued. The grocer finds this to be true in his business.

The merchant should aim to be able to serve customers quickly. There is a double value to this. Customers appreciate it, and it also allows a larger number of customers to be handled in a given time. Many merchants by the introduction of a little system could greatly improve their service, both in the store and in the matter of delivery.

Quick service and the elimination of lost time without a sacrifice of efficiency, form a solid foundation for growth, increased profits, and success for any merchant, whatever the size of his business. Sometimes to secure it requires the expenditure of a little money for the necessary equipment, but no progressive merchant can afford to withhold the service that the public demands.

He who would build up a good business will never succeed by "hammering" competitors.

The Dumping Clause and American Tin Plates.

Canadian importers of tin plates are scarcely likely to look with favor upon the efforts that are being made by the manufacturers in Wales to induce the Dominion Government to apply the dumping clause of the tariff against imports of this article from the United States.

It is not that importers of tin plates, either manufacturers or jobbers, are unsympathetic with the manufacturers in Wales. All things being equal they would prefer the British to the American article. But unfortunately for the British manufacturer of tin plates all things are not always equal. It is true that the British-made charcoal plates have the advantage as to quality. But it must be remembered that manufacturers in this country are in many instances using coke plates where they formerly used the former. And it is in these that the quality ranks much about the same in the makes of both countries.

But the factors which have been turning buyers in Canada to the American markets, particularly during the last year or two, are lower prices and prompter delivery. It takes half the time to get shipments from the United States that it does from Great Britain. Freight rates to inland points in Canada have also on the whole ruled in favor of the American as against the British-made article.

As a well-known Canadian statesman once observed, "Business is business." Much as Canadian importers would prefer it, they could not give the preference to Welsh tin plates when such conditions as price, delivery, and freight rates were all in favor of the American article. The manufacturer, for example, whose raw material was tin plates, would in all probability find himself shut out of the market were he to allow sentiment, and not price, to rule him in his purchases.

Salesmen, like the goods they sell, should possess quality.

Reason for Their Perturbation.

That the tin plates manufacturers in Wales should be perturbed over the inroads which their American competitors have made upon their trade with Canada is to be expected.

A few years ago the United States practically exported no tin plates to Canada, but to-day over 46 per cent. of its total exports go to Canada.

The quantity sent to this country during the fiscal year ending June 1912 was 84,673,582 pounds, valued at $2,985,065, against a grand total to all countries of 181,899,366 pounds, valued at $6,269,325. Its next best customer was China, to which country 21,978,839 pounds, valued at $756,609, were sent. Four years ago the quantity exported to Canada was 31,110,192 pounds, so that during that period there has been an increase of a little over 191 per cent.

On the other hand, Canada's imports of tin plates

from Great Britain in 1912 were but 24,947,200 pounds, valued at $796,520. This is a decrease of over 50 per cent. compared with 1911.

It is several years since the imports of tin plates from Great Britain were as small as they were in 1912. A dozen years ago the quantity was double that which it is to-day.

During periods when the demand in the home market of the United States may be so active that less attention may be paid to the Canadian and other foreign markets, the British manufacturers of tin plates may recover some of the business they have lost in this country. But that it will be a permanent recover is very doubtful. The restoration of the dumping clause of the tariff would accord them very little assistance.

If the tin plate manufacturers in Wales can devise ways and means of overcoming the conditions which are now so favorable to the American manufacturers they will find a great many manufacturers in Canada who are users of tin plates who will lend their sympathetic aid.

If the British manufacturers can supply the goods at a price equal to that quoted by Americans they will get the business.

To stand gossiping with fellow clerks when customers are demanding attention should be accounted an unpardonable business sin.

A Business-Getting Factor

At times when trade is dull it is the non-advertiser that finds the greatest difficulty in getting business. And yet it is not an uncommon thing to see business men on such occasions either stop advertising altogether or reduce it to very small proportions.

Advertising is not the only potent factor in business. But that it is a potent one no sane man will deny. Its influence is life-giving, and it naturally follows that those who employ it have an advantage over those who do not. If there is any time when this advantage is more marked it is when business is the hardest to obtain.

Here is a merchant who does not believe in advertising. As long as the general trade of the country is good business comes to him without much effort. With this he is satisfied. But sooner or later trade generally becomes quiet. The natural consequence is keener competition.

Those who do good advertising naturally attract the most business. This is as certain as that night follows day.

Extravagance in advertising is probably about as unwise as extravagance in anything else. But for the attracting of business there is no factor as potent as judicious advertising, and particularly when competition is keen.

Good merchandise on the shelves is of very little use when discourtesy is behind the counter.

Co-operative Advertising

A great deal could be accomplished in combating the competition of the mail order houses if the merchants in the small towns and villages were to combine for the purpose of advertising the advantages that accrue from buying in the home town.

Advertising rates in local newspapers are low and the cost of a quarter, half or whole page would amount to little if divided among the home merchants.

The space should be used not for the purpose of advertising merchandise, nor for "knocking" mail order houses, but for the purpose of educating the local residents to the importance of patronizing the merchants in the home town.

At one time it occurred to but few people that purchases made at the mail order stores in the large cities that could have been made at home were derogatory to the interests of the town generally as well as to the merchants specifically. This wider phase of the matter is now being more generally recognized. But there are still a great many to whom this aspect of the case has yet to be brought home.

An advertisement run once a week in the local papers setting forth this and other reasons why the home stores should be patronized would undoubtedly exercise in time a great deal of influence for good.

Such advertisements should not interfere with the regular advertisements of the individual merchants. This should be still kept up, its purpose being to advertise the merchandise of each individual merchant.

Whatever may be done in a general way to educate the public in regard to the reasons for buying at home no merchant can afford to neglect that which advertises his own goods and stamps his own personality on his business.

This is the time of the year when merchants begin to think about the importance of well lit store windows.

Creating Good Will Value

While there will always be some difference of opinion regarding ways and means of arriving at the value of the good will of a business there can scarcely be any difference of opinion in regard to the fact that practically every legitimate business possesses a good will of some kind whether its value be large or small.

Even though he may have no intention of selling his business, every merchant desires it shall possess good will value. And if he is ambitious he will strive to build up a business whose good will will stand high.

It is now generally recognized that among the factors that go toward establishing good will value advertising is a most potent factor. True, advertising alone will not create good will value. There must be character, for example.

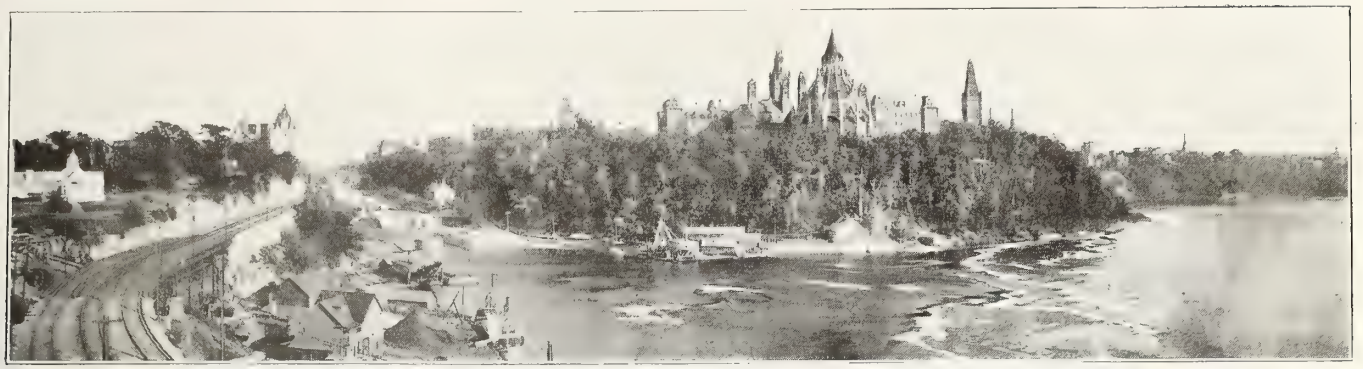
In spite of all forces and factors combined the store will be a reflex of the man who owns or manages it.

But the location of the store may be good, the merchandise in stock excellent, the selling prices moderate, the windows well dressed, and the merchant a man of ability and integrity; and yet, should advertising not have been regularly employed, these facts may not be known to but a relatively small number of people.

The very purpose for which a thing is advertised is to make it better known. The more a well-conducted store or a well-made article is advertised the more does it become established in the mind of the public. This is giving it good will value.

The office of advertising, therefore, is to create good will as well as to sell goods.

"Economy no more means saving money than it means spending money. It means the administration of a house; its stewardship; spending or saving, that is, whether money or time, or anything else, to the best possible advantage." —Ruskin.



Chateau Laurier, Rideau Canal, Parliament Hill and Government Buildings at Ottawa, from the river.

Preparing for Big Hardware Convention and Exhibition

Ottawa to be Mecca next February for hardwaremen from all over the Dominion—Great plans being laid by Ontario and Quebec Retail Associations—Manufacturers promise fine show and complete programme

Interest on a big scale is developing in regard to the great hardware convention and exhibition at Ottawa next February. The officers of the Ontario Retail Hardware and Stove Dealers Association have planned an interesting, instructive and helpful program for the convention; and an elaborate exhibition of Canadian-made hardware articles will be put on by the Canadian Hardware Manufacturers' Exhibitors, with added entertaining features to make "Hardware Week" at Ottawa one round of instruction and pleasure.

Already 283 hardwaremen have engaged hotel accommodation and are booked to travel to Ottawa on the special hardware trains. This speaks well for those in charge of the arrangements, and shows that they are using every endeavor to bring prominently before the trade the fact that every hardwareman in Ontario and Quebec should go to Ottawa for "Hardware Week."

Nor should the attendance be confined to these two provinces, for the special rates apply to the whole of Canada, and, indeed, a number of British Columbia, Alberta, Saskatchewan, Manitoba and Maritime hardware merchants are making preparations to attend the big gathering at Ottawa next February.

While all the rooms at both the Chateau Laurier and at the Russell House are comfortable, it is well to book up early, as early registration means the choicest locations.

Ottawa a Beautiful City

Of Ottawa itself—the capital of the Dominion—it is a beautiful city. On its high cliffs overlooking the Ottawa River there is brought to view a magnificent picture of varied scenery, combining mountain, river and vale. The Laurentian chain lies to the north, while to the east and west are the Ottawa and Rideau Rivers and Rideau Canal. At the juction of the Ottawa and Rideau Rivers are the beautiful twin falls.

So much for its natural surroundings. Ottawa is also noted for its magnificent architecture. The Parliamentary and other Government and public buildings, and a large number of private homes, constructed of splendid native stone and brick, are elaborate and striking in design, as well as in the appointment of beautiful grounds.

Interesting the Hardwareman

As for the trade feature, there isn't a shadow of doubt about the Retail Hardware Convention at Ottawa next February being the most largely attended gathering of hardwaremen ever held in Canada. The exhibition at Hamilton last February was a wonder for a purely "Made-in-Canada" Hardware Show, but the exhibition at Ottawa will be 50 per cent larger and correspondingly more interesting; and as for the convention, the officers of the Ontario Retail Hardware Association are arranging a practical program with "down to brass tacks" discussions on matters concerning the hardware trade.

One of the important numbers on the program will be the visit to Parliament while the two Houses are in session, and in connection with this visit a large deputation will wait upon and interview the Government on matters of legislation affecting the retail trade. All hardwaremen who have the interest of their business at heart and who can possibly attend should be present and make at least one extra member added to the deputation.

The single fare rates available to Ottawa from any point in Canada, for this convention and exhibition, and the lowest rates ever quoted by Ottawa hotels have been obtained by the courtesy of the Canadian Hardware Manufactures' Exhibitors' Association. Because of these special inducements, hardwaremen (clerks and ladies included) are urged to reserve hotel accommodation now, as 1,200 to 1,500 are expected to attend, and rooms in the Chateau Laurier and New Russell will have to be allotted in order of application.

The Secretary of the Ontario Retail Hardware Association, Weston Wrigley, has sent out return post cards drawing the attention of Ontario hardwaremen to the Ottawa convention, and asking those interested to ask for application forms for hotel accommodation at Ottawa during convention week. As well he has asked for suggestions from hardwaremen as to the matters they wish brought up for discussion while the association is in session. Judging by the replies there should be some lively topics come before the meetings.

The Canadian Hardware Manufacturers' Exhibitors have published a condensed set of instructions for hardwaremen attending the Ottawa convention, and have also put out an application form for accommodation on the special trains and for hotel room at Ottawa. These application forms will only be sent on request, and the proper persons to whom to apply for these are: F. M. Tobin, Secretary Exhibitors' Association, Woodstock, Ont.; J. A. Beandry, Secretary., Quebec Retail Merchants' Association, Montreal; Weston Wrigley, Secretary Ontario Retail Hardware Association, 32 Colborne street, Toronto.

The Hardware Business in Northern Ontario

First-hand Observations in the Mining District

BY A STAFF REPRESENTATIVE

NORTHERN ONTARIO is steadily becoming a district of greater importance and from many standpoints. This is indicated by the fact that the map of Ontario in the new school geography will give to the northern section greater space than has ever been devoted to it before. In the past ten years we have heard much of Northern Ontario of Cobalt with its extensive silver mines—of Porcupine with its stores of gold—of Temagami with its prize specimens of the finny tribe, and of late we have heard considerable of the agricultural possibilities of the great clay belt that lies along the Transcontinental. Little publicity, however, has been given to the hardware business of this section, but during a recent trip through the mining district of that country, an editorial representative of the Canadian Hardware, Stove and Paint Journal, had an opportunity of securing an interesting first hand glimpse of the conditions and methods of the trade in the hinderland of Ontario.

Hardware Business in North an Important One

His study was an interesting one. The hardware business in the north is an extensive and important one. It is made so on account of the big demand for tools and fittings by the mines and miners—a class of trade which merchants in other portions of the province know little or nothing of. As you go farther north, the farming district is entered, and the trade becomes more like that of the older sections of Ontario. The hardware business in the north is not only a big one, but real progressive methods of retailing are being used by many of the merchants there.

Goodly Percentage of High Class Goods Sold

Outside of the mines, the trade of individual customers is valuable. People in the mining district, generally speaking, are in receipt of good incomes, and are in a position to buy the best, and the percentage of high class goods sold in the north compares favorably with most of the other sections of the country. "Indeed," says one man now in the north, who was formerly in business in Old Ontario, "I do not think there is any part of Canada where people buy a better class of goods, and none are in a better position to pay for them, than the people living in Northern Ontario. I do not say this in a boastful spirit, but as a statement of fact. Up in this country wages are pretty large, and people who earn big wages are generally pretty free spenders. This is an advantage that the merchants here have over dealers in many other sections."

Cleanliness Important Here as Elsewhere

The north is a rocky and unsettled country, of a character with which people generally associate roughly constructed and ill appearing stores with little attention given to arrangement or appearance of the interior. Because the country is rough, many hold the idea that the people are indifferent to the appearance of the stores at which they deal. This is not the case. People like to deal at a neat and attractive store, no matter where it may be. Accordingly, we find many dealers in the north with bright and attractive stores.

Future Openings in North for Hardware

Prospects for the hardware business in northern Ontario are exceedingly bright. In the wonderful clay belt, which the Transcontinental will open up, there should be a great future. The agricultural possibilities of the section are great, and with the proper publicity, there should be a big influx of settlers during the coming years. New buildings will need to be erected—farm implements will be needed, and this should cause



Getting supplies into Porcupine in the early days.

"ON THE LONG TRAIL."

Before the railroad was built into the Porcupine district, the getting in of supplies was a difficult problem for the merchant. Not only was the trail from the end of the railroad to the mining camps a long one, but as shown by the accompanying photograph, a difficult one to travel.

Here was driven home in a convincing manner the fact that cost of goods does not mean merely the invoice price. Frequently the invoice price was a small part of the total cost of the goods laid down in the store—and the latter is what the dealer must figure his percentage of profit on.



Interior of Bell & Rochester's up-to-date hardware store at Haileybury.

an excellent opening for men who wish to enter the business in a field where competition is not keen and in a section which has a bright future before it.

Wholesalers Selling over Heads of Local Dealers

While the hardwaremen of northern Ontario may have some problems peculiar to themselves alone, the questions which they have to face and solve are much akin to those that confront dealers in other sections of the Dominion. Here, as elsewhere in Canada, the selling of wholesalers direct to consumers over the heads of the local dealers is causing a good deal of irritation, and is cutting into the trade of the local dealer to no little extent. It is more marked here than in most other sections, for the reason that there are many mines, and as their purchases are sometimes large, wholesalers turn into retailers for the time being and sell them.

Not Always Fault of Heads of Houses

This is one of the most detrimental features of the trade in the north.

"I don't think it is always upon the direction of the heads of the wholesale houses that this kind of business is first started," said a Haileybury dealer. "A traveller for a house that has no connection here comes into town. All the local retailers have their regular purchasing channels and do not give him any business. Having come so far, he does not like to go away without some business, and accordingly he oversteps his rightful limit and sells over the local dealer's head."

Refuse to Buy From Such Wholesalers

"Yes, wholesalers selling to consumers robs me of considerable trade," said a Cobalt dealer. "There are some houses that seem to go in for this business. You would think that they would see that they are hurting themselves, for a house that sells to my customers can't sell to me, and I think that the same position is taken by every dealer. The wholesalers will get the business anyway, and why not let it come through the retailer?"

Apparently the dealers of the north have just reason for complaint, for they claim that even the trade of some of the small consumers is taken from them. There should be a limit somewhere. If business conditions are to be satisfactory, there must be recognized channels of trade, and they should be maintained. Would not a conference between the retailers of the north and wholesalers who sell there be a good thing in order to come to some better understanding on this question?

A HAILEYBURY STORE

Hardware Business of Bell & Rochester

GOOD location is always a valuable help to a dealer in any line of business in securing trade, and has proved so in the case of Bell & Rochester, of Haileybury, Ont., whose store is situated on the corner of two of the main streets. It is handy for people to drop in, and in addition their show windows receive more attention from the public. Their largest window is open to view on the two streets, and with many people passing proves valuable as a selling agent. "Even when we do not give it a great deal of attention," says Z. E. Lafointaine, the manager, "it sells a good deal of goods. The very fact that goods which many people want are shown there, suggests them to passing customers and sales frequently result."

Stoves a Big Selling Line

An interior view of the store is shown in the accom-

panying photograph. The north is noted for its extremely cold weather, and naturally stoves are a big selling line. It will be noticed that a good deal of prominence is given to them in the way of display. There is a demand for both coal and wood heaters, the big sales feature being their ability to throw a maximum amount of heat. Associated lines such as coal scuttles, etc., are also prominent sellers.

It will be noticed how paints are shown on a slightly elevated platform in front of the counter as well as the way axes are displayed on hooks there.

Wholesalers Sell Over Local Dealers' Heads

Mr. Lafointaine states that wholesale hardware houses selling over the local dealers' heads is a factor that cuts into their trade to no little extent. "It is not confined to Haileybury by any means, but is prevalent over the whole district. This business is mostly commenced by new firms entering the territory. Local hardware dealers get buying from certain firms and feel well satisfied with their treatment. A traveller for a new firm comes in, and the dealer refuses to buy from him. The traveller, having come so for, does not like to go away without some business, and so he calls on the men that we ordinarily sell to. It is difficult to bring any pressure to bear on such firms, because no one in the town deals with them, and accordingly they feel independent."

Burned Out Twice in Ten Years

In spite of this detrimental feature, the firm of Bell & Rochester do an appreciable business. In addition to the mines, they have a farming district to draw from. The firm was established ten years ago, and in that time have been burned out twice, but undaunted by these reverses, they have rebuilt and gone forward again each time.

A MERCHANT PROSPECTOR

J. P. McLaughlin, of Timmins

THERE is a dash of excitement and of zest in the life of a prospector who, though his way be beset with many trials and tribulations, advances into an unknown and unsettled district in hopes of making a rich strike. He may encounter "pay gold," and again he may not. It is just this touch of uncertainty that gives flavor to the endeavor. It is much the same with the merchant prospector who follows close in the trail of the first rush of gold seekers, and establishes a store to supply those who stake claims and those who come after to work them. If the gold deposit amounts to anything, it will probably prove a good paying proposition for him, for in such places, in the early days especially, competition is not keen, and good prices are secured.

Pioneer Merchant in Several Mining Camps

J. P. McLaughlin can be truly termed a merchant prospector. He now has a store at Timmins, in the Porcupine gold district. This is not his first venture in business in a mining district. He was also in the Gowganda and Larder Lake gold rush, and had some interesting experiences in catering to the wants of those people who took part in the scramble to unearth wealth in those districts. He located at Timmins in September, 1911, when the first clearing was being made. Timmins is seven miles west of Porcupine and the Golden City, and close on 500 miles from Toronto.

Here he opened up a general store, and as he says with a smile, "I expect this will last longer than my previous ventures in gold districts," and there are strong probabilities of this being the case. For one thing, to the north is a farming district which should develop and prove a standby, even after the wealth of the mines has been exhausted.

Plenty of Money Makes Free Purchasing

Mr. McLaughlin's store, a photograph of which is reproduced here, is in a substantial building. It is a typical mining district store, carrying a stock that will supply the general wants of the people of the district. Where there is plenty of money, there will purchasing be large, and this is the case with Timmins. Expenditures in payroll and supplies for the mines amount to $2,000 per day. The men employed receive an average wage of $86 per month, which facts constitute important items in the revenue of the merchants of the town.

Friendship in business is a fine thing, but the man who has no other claim on people for their trade than that of friendship is in a precarious position.

This is the general store of J. P. McLaughlin, the merchant prospector of Timmins, Ont., in the northern gold fields. Mr. McLaughlin previously had a store at Gowganda and at Larder Lake during the gold rush.

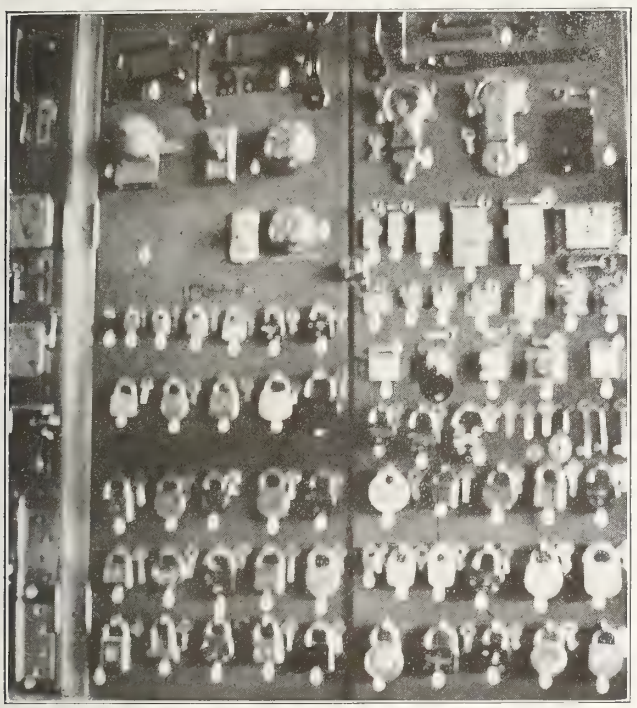


Selling Features of a Cobalt Hardware Store

The Geo. Taylor Co. make a feature of extensive display—Some of the methods used to promote business.

THE store of the Geo. Taylor Hardware Co., Cobalt, is arranged with the idea of bringing goods prominently before customers. There is a two-fold reason for this. In the first place, they realize that the more people are reminded of goods they may want or have goods suggested to them, the greater will be sales. There is also another reason for extensive display in a place such as Cobalt. There are many foreigners and many of them have only a limited knowledge of the English language. They frequently have considerable difficulty in making known their wants. If an article they may want is shown some place in the store, the difficulty is solved, however, for it can be pointed out to the clerk.

A photograph of the interior of the Taylor store is shown here, giving an idea of the importance placed on display. At the front on the one side are two large



How shelf hardware is displayed.

silent salesmen for the display of fancy varieties of goods carried in stock.

How Shelf Hardware is Displayed

Builders and shelf hardware are shown in a rather unusual manner. From the ledge at the back of the counter, extending up for about six feet, cupboards have been built in, enclosed by doors that swing outward. On these doors, samples of different lines of hardware are tacked, while the stock proper is kept in that particular cupboard. The display in this way is very extensive for reasons pointed out before. The stock in the cupboards is kept properly systematized, so that the clerks can tell when any line is getting low. Where an extensive stock is carried, vigilance is necessary to prevent running short on any lines.

Price Counter Valuable Sales Medium

One of the special departments of the store is a price counter, located to the left of the entrance. Here, similar-priced small goods are placed together in a flat wire basket and the price marked plainly on the basket. The counter is a double-decked affair and there are thus two rows of these baskets priced 4, 5, 6,



The house furnishings department.

8, 10 cents, etc. "It is one of our best departments," says A. E. Mitchell, "as it attracts many people to the store, and an opportunity is afforded to sell them other lines. Again, people who are looking around are somehow attracted by goods that are priced plainly in this manner, and sales are made where they otherwise would not be." There are many small articles in the



Shamrock background for window display of builders' hardware.

hardware store, and it is difficult to give prominence to them all, but this seems a good way of bringing many of the smaller priced ones to the notice of customers. In addition, it should prove an excellent means of working off odds and ends.

The Taylor Co. believe in making use of the adver-



Interior of the Cobalt store of he Geo. Taylor Hardware Company.

tising material sent to them by wholesalers and manufacturers. In many stores, it is frequently the case that such material is thrown into a corner and forgotten. Not so in the Taylor store. Immediately inside the entrance is a small table on which such advertising is placed where it may be picked up and read or taken home by customers.

The other side of the entrance during the summer months is used for the display of screen doors. They are fastened on the door jamb swining back the opposite way to which the door swings.

Windows Sell Goods

The show windows are put to good use in attracting customers. A good deal of attention is given to arranging them so as to interest those who pass the store.

The windows are closed in, but a glass background allows the light to enter the store. Above the show window proper, there is also an additional window for the admittance of light into the interior of the store. Further light is provided at the rear where the offices are situated. Since the accompanying photograph was taken the cashier's office has been placed up high, this being made possible by the height of the store.

The manager of the Cobalt store of the Taylor Co., is Mr. R. S. Taylor. The company also has a well equipped store at New Liskeard as well as one at Cochrane.

THE VALUE OF QUICK SERVICE

Quick service is an important factor in modern business This is an impatient age, and everywhere people want rapid and at the same time efficient service. The railroad company that furnishes the quickest service to its patrons is the one that gets the business. In the same way all down the line rapidity is valued. The manufacturer finds this to be true in his business.

He should aim to be able to serve customers quickly. There is a double value to this. Customers appreciate it, and it also allows other customers to be handled quickly when orders come in. The introduction of a little system would sometimes greatly improve the service, both in the factory and in the matter of delivery.

Quick service and the elimination of lost time without a sacrifice of efficiency, form a solid foundation for growth, increased profits, and success for any merchant, whatever the size of his business. Sometimes to secure it requires the expenditure of a little money for the necessary equipment, but no progressive manufacturer can afford to withhold the service that his customers demand.

ALUMINUM COOKING VESSELS ARE SAFE

An investigation has been carried on by the laboratory of the London Lancet into the extent and way in which various aluminum cooking vessels were affected by the usual articles of food and flavoring materials used in cooking. The only case in which a deterogatory result worthy of consideration was obtained was in the use of baking soda, and this should therefore be avoided. However, a warning to this effect is frequently issued when aluminum cooking vessels are sold. It appears therefore that the use of pure aluminum cooking vessels need occasion no misgivings as to possible evil effects.

PERSISTENT ADVERTISING NECESSARY

It is the faithful, persistent advertiser who wins success. In the words of John Wanamaker "If there is one enterprise on earth that a 'quitter' should leave alone it is advertising." To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins that he must spend money. Somebody must tell him also, that he cannot hope to reap results commensurate with his expenditure early in the game. Advertising doesn't jerk, it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year until it exerts an irresistible power."

Modern Methods of Retailing Gas Stoves

Paper read before Sixth Annual Convention of the Canadian Gas Association, Toronto, August, 1913

By H. H. Beer, Gurney Foundry Co., Toronto

I have been asked to read a paper before this convention upon gas appliances, and am taking for my subject "Gas Stove Retailing." To properly and successfully run a gas stove business I would ask you to consider the points that are vital and absolutely necessary. These I will call essentials:

Location of show room.
An adequate display and demonstration floor.
The proper line and variety.
An adequate sales and advertising organization.
Demonstrations.
And an enthusiastic knitting together of all these essentials.

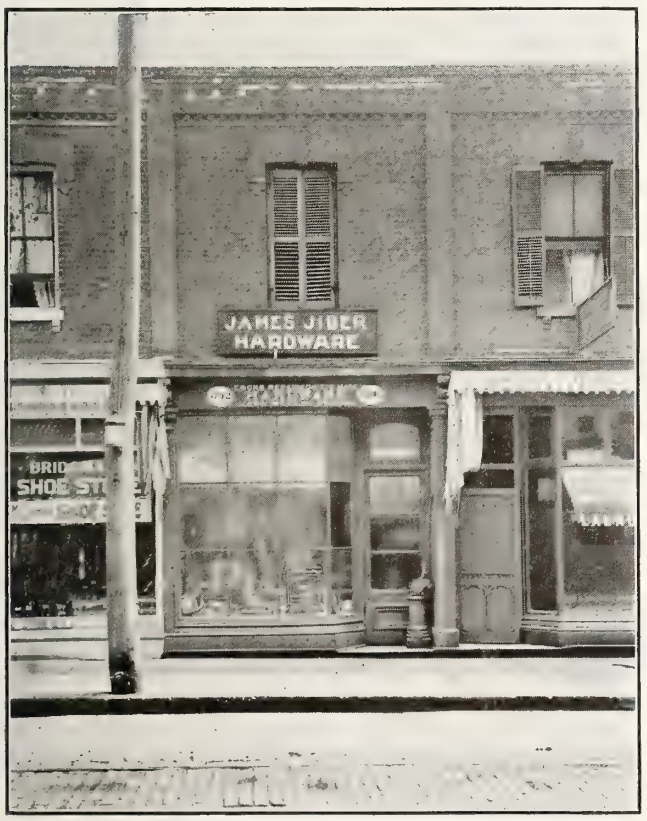
The first of these, location, is apparent on the face of it, but there are a great many show rooms, especially in some of the smaller towns, placed on a side street, out of the way of the general traffic, and I cannot see why they should not have the best stand in town; at least equally as good as a jewelery or cigar store.

Second, by display I mean the proper placing of goods on the floor, see that they are kept bright and shining, provide ample room for customers, arrange comfortable chairs for the tired lady to rest. Provide proper lighting—of course we all know that artificial light is a better selling medium than the sun. Look at your own kitchen range in the afternoon and then at night, it looks $10.00 better after dinner, especially if the dinner has been a good one—and I might say that properly installed, gas gives a better and a more restful effect than any other artificial light. Light should be arranged with a view to showing the inside of the range as well as the outside. Have ample space to demonstrate the working of the range, showing its full efficiency when in operation.

Select the Best Lines

Third, line and variety. In selecting a line, it is well to have one that the salesman will have confidence in, modern in get-up, finished attractively, simple in construction. Of course, in my position this is rather a delicate subject, and I am inclined to voice the words of the Scotchman who, when asked which was the best whiskey, said that it was all good—the only difference being that some was a little better than others. Anyhow, get the best. If you are in doubt as to selection, and wish my opinion, I should be only too glad to give it privately. As to variety, this is where many err. Too large a showing of styles is both confusing to the customer and salesman, and any retailer who endeavors to follow all the whims and vagaries of his many customers will eventually acquire as varied an assortment as a millinery store, which will have to be disposed of without the commensurate profit drived from said millinery. Select one or two lines and stay by them. Solidity, efficiency, sanitary qualities, together with an attractive appearance will carry the day.

Fourth, advertising and an adequate sales organization. About advertising—a large paragraph will occur here if I am not careful—it is the subject for a whole paper, so I am going to be fragmentary under this heading, and will speak of newspaper advertising first, for right here most of us go wrong. White space costs money, and having bought it most of us feel that the subject is disposed of, but if we sent out a road salesman, we would get the right kind of man before we advanced travelling expenses. Copy for a newspaper, copy that will bring people to your salesroom is not easy to get. I want to say right here that an ability to talk about stoves does not imply an ability to write an ad., and most men who write a stove ad. could not set a stove. Get a real advertising man to make your newspaper speeches for you. The words to be read by 5,000 or 50,000 people in your name should have worth, and the clever arrangement that only the professional





Striking contrasts in display.. The first picture shows poor methods, and the second a bright, up-to-date appearance.

ad. writer can bring to pass. I am not going to try to tell you the difference between a good ad. and a bad one, because that is out of my line; but I asked our ad. man to select a good ad., and here it is. Please note the characteristic modesty displayed in the selection of this ad.

Another advertising scheme is the use of envelope stuffers. The average manufacturer can be easily reduced to compliance with the proposition that he should



The first introduction to the store—the advertisement that brings the buyer.

supply them gratis, and thus it costs nothing but the initiative. Plan all this advertising out in advance of the season, with a regular appropriation, and then it will be done and well done

Qualities that Make Sales

Now let us analyze the things that go to make any sales force efficient. We all know them well enough courtesy, a proper telling of the sales story, and enthusiasm. Take that first heading, "Courtesy." How to get it in the superlative degree in your sales force, it is not easy, and it is a problem that is up to you to solve. Do you allow your salesmen meeting a customer to select their own form of greeting—if such it may be called? Go out yourself and make any purchase—a necktie, let us say—and visit two competing stores: in one a clerk meets you with that hackneyed insult, "Were you wanting anything?" That always makes me feel like replying, "Oh, no; I am an escaped lunatic, or a tax collector." And what chance has that place with the competitor across the way, who greets me with a bright smile and "What can we do for you?" in a tone of voice that implies "if you even want to borrow our telephone, you are welcome," and if that chap has clean linen, a clean shave and clean shoes, he has made a great start anyhow. In Swift's and the National Cash Register Co. they send home any office employee who turns up without these assets, and if they need them so does any dealer. There are lots of people who can be weaned from electrical or other competition without argument, just a liberal use of that splendid lubricant, "Courtesy."

Now, about that secondly, we will assume that a prospect to have been suavely greeted by a well-groomed representative of "Cook with Gas," conducted to a chair, if possible in front of a range (for your tired woman won't appreciate stove logic), and that you are ready for the battle. It has cost you real hard iron dollars for rent, advertising, and other things to arrange that combination, what is to be said? Going to leave the nature of that message to a medium-priced salesman? You have got to partly, but you can help a lot. Let us glance at the psychology of stove selling. It is purely a question of overcoming some one major difficulty in the buyer's mind, otherwise she would say, "Send up that $35.00 stove," as soon as she was greeted; and a real salesman will find out in a short while whether it is a sense of pride, economy or efficiency, which, when appealed to, will result in a trip for the delivery wagon. Take any article on your floor, get the reasons why it is best from a voluble manufacturer's representative, and prepare three selling talks, using some of the features, all the big ones, in fact, in each of them, but making your dominating note in each case strong on the pedal you have selected. One company I know places a card in the oven of every range. This is done for the benefit of the retail salesman, and here is the ammunition for your talks. The other side of the card may be used for "Directions for Operating," and as these are usually kept, the consumer is also familiarized with the good points of the range.

If pride is evidently the characteristic to be titivated, a remark to the effect, "We feel sure that this will suit you, Mrs. B—, it is a duplicate of one we supplied to Lady Fitzbattleax, and will appeal even more strongly to a good housekeeper like yourself." No, I did not say

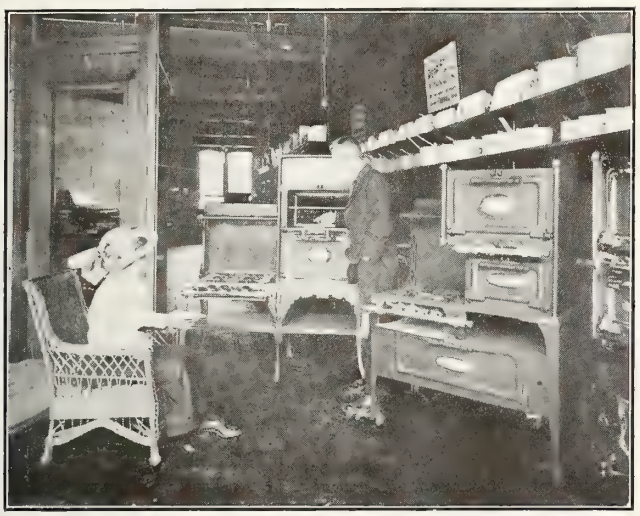


The arrangement of goods in the salesroom.

to have the sales force Irish, but don't overlook these tactics entirely in selling to ladies; Tiffany uses them and has thriven on them. The make-up of the other two selling talks is self-evident, but every statement made about the goods should be to one of these points, and the judicious salesman will frequently use a combination of two or even three of these method talks.

The convention and schooling of men is the great means for getting such machinery.

Enthusiasm—the touch stone of commerce—the fire that turns the dull talker into a salesman—the motto over the desk of all Eaton's managers, the grand quality that has put you men all into big jobs. How to get it into a retail sales force. You all know the principal things, a fair deal from the company, easy access to the boss for either complaint or suggestion, and an attentive hearing. Modern business has so universalized this that we all know it is essential, so I just mentioned it as the fundamental. Then competition among salesmen. I admire the method used by Mr. Kennedy in this connection. It is effective and his results show it, especially his method of adjusting the points on sales of lighting appliances, is very comprehensive and effective. Speak to Kennedy about it, it is worth while.



Making the customer comfortable while explaining the merits of the stove.

Encouraging the Salesmen

Here is a thirdly. Offer a reward for extra efforts and get it to the salesmen quick; don't wait until the end of the year. Distant consequences don't have the result in these times and a reward at the end of the year has about the same effect on a man't mind in May as eternal punishment. But the end of the week—that's different. Suppose that you offer a fraction of a cent fortnightly for all points over a determined quantity, representing average effort. A pat on the back, accompanied by a small cheque extra, just breeds enthusiasm, and as you can vary your point rewards as your stock varies, it helps wonderfully where you have too many of anything.

Of all means employed in giving publicity to goods, the greatest is practical demonstrations. They are greatly in vogue with all large departmental stores. About the best annual fair in the New England States is conducted in the Mechanics Building in Boston every fall, and the stove demonstrations carried on there are very successful. I would suggest that you be prepared to give the prospective customer a practical demonstration at any moment. Have your show room so arranged. I personally conducted several demonstrations this summer under difficult and annoying surroundings, some of them very ridiculous. At one place we found that it would be impossible to make connections with the gas main—it was a natural gas town—and at the last moment had to bring the gas in a hose laid along the main street four doors away. The twists and turns necessary, caused several leaks. The gas being of an extremely obnoxious variety, made itself manifest to an alarming degree in that part of the town; and, incredible as it may seem, we actually sold the range to a near-by neighbor, who came in to complain that the escaping gas was driving customers from his store. Really, you know, if you keep busy making people aware that you are alive, you are bound to do some business, even if you are a nuisance.

I can tell you what it is; there is nothing so attractive as a smart-looking lady in a white dress and white cap, sleeves rolled up, tending to the multifarious operations of baking just inside the store door or in a position easily seen by the passers-by on the street. Here is something that attracts more than a passing glance; they come in, that is the main object. You invite them to sample some of the baking and perhaps a cup of good coffee. Place them in a comfortable chair and then proceed with a strong, well-arranged selling talk. Possibly they have a range, but rest assured that you have done something: you have given a suggestion how to do things a little different. They will always remember that it was shown here.

Practical Demonstrations Make Sales

Everything counts that is done. I have never failed in making some sales at the demonstrations that we held this summer, and they were only one-day stands in each town. They should not be less than a week, with special attention paid to the essentials necessary to make your demonstration a success, such as advertising before and during the time of demonstrating, both in the daily paper and by dodgers distributed from door to door in the town or city, ads. in the street cars, elaborate display of cards for your show window, and nicely arranged tables with cups and saucers, plenty of room and a comfortable seat. There really is something mighty attractive to us all in seeing nicely-cooked food turned out of the oven, before our eyes, by an attractive demonstrator.



The demonstration is an especially winning method of display and salesmanship.

My lastly, is an enthusiastic knitting together of these essentials. I am just going to mention it and say little about it, for it is a big man's job, the most important element in the work of any general or departmental manager. It seems to me that in the development of two qualities in the medium grade man, to turn him into a high grade man, the first is best stated by quoting a motto, from Elbert Hubbard—he has it over the door of his workshop at East Aurora: "As for the

habit of getting ready for a quick scoot for the door when the whistle blows, this does not mean for you a raise: Work as if you owned the place and perhaps you may." The other is harmony, team-work, co-operation, without it any business is a nightmare and no lasting results can be accomplished. Now to preach these things and to drill in the elements covered in sales-department organization, the convention is vitally important. A convention always does either a lot of good



Instructing the sales force in the telling features and showing e how sales are made.

or a lot of harm. If one does not organize for it, it may become the clearing house for all the discontent and bile in the organization, or if the department or general manager gets ready and recognizes it as perhaps the most important thing he has to look after,great good can be accomplished.

WEDDING BELLS

W. R. Phillips, of Geo. Phillips & Son, hardwaremen, Havelock, Ont., was married recently to Miss Jennie M. Vandervoort.

J. C. Northcott, traveling salesman for H. S. Howland, Sons & Co., Toronto, was married recently to Miss Ethel Pelfer.

Anthony L. Poulter, of Michus' "Green Front Hardware," Preston, Ont., was married lately to Miss Dorothea M. Kaufman.

Fred E. Gaze, of D. H. Howden & Co., London, was married to Miss Annie Mason recently.

JOHNS-MANVILLE CO. IN TEXAS

The spirit of business enterprise which characterizes the H. W. Johns-Mansville Co. is evidenced by the opening of a new office and warehouse in Galveston, Texas. The company now boasts three offices in the Lone Star State, viz., at Houston, Dallas and Galveston. At the last named place, in a modern brick warehouse of large proportions, will be consolidated the stock for distribution to the different offices and throughout the firm's Texas territory. Galveston, because of its location and shipping facilities, makes an ideal concentration center. The company plans to receive direct at this point, heavy shipments by coastwise lines from New York. The steadily increasing trade with Central and South America also makes Galveston a convenient point of distribution. The H. W. Johns-Manville Co. is among the country's largest houses dealing in roofing, building materials, packings, pipe coverings, insulating materials and electrical goods, and claims to be the world's largest manufacturer and distributor of asbestos goods. This concern owns extensive asbestos mines in Danville, Que., and has nine factories located in various cities throughout America.

Features of Success of St. Catharines Hardwaremen

Long establishment is of a good deal of value to any firm, especially when there is coupled with it a reputation for good service. People in the district come to know it well and trade flows to it naturally, where a younger firm not so well known might have to spend considerable money in getting a similar amount of business. Its value is shown in the case of the firm of Coy Brothers, of St. Catharines, Ont. Established in 1853, it has become well known throughout the Niagara district and pulls the maximum of trade for the amount of money spent in advertising.

Exclusive Lines Attract Customers

They carry a large stock, including several lines which few other firms in the town carry, and this of course attracts customers which they otherwise would not get. For instance, they carry heavy iron and are about the only firm that does so. They have a large storage space, including two flats above their own as well as the two adjoining stores. To the rear they have a big storehouse with a separate compartment for small iron. Here the iron is kept separate, each size in its proper place, so that any required size can be secured without any delay. They have a separate building close to the store for cement and firebrick.

Auto Delivery More Efficient

They have recently added an auto for delivery purposes and already say that they would not be without it. It is an International Harvester truck, with a capacity of one ton. The valuable feature is the rapidity with which work can be done. This is appreciated by customers, and also allows the delivery man to perform more work. As to the cost of running a motor delivery, they have not had theirs long enough to ascertain, but they believe it will prove reasonable enough. Three gallons of gasoline at present runs it for a full day. This looks reasonable when cartage charges for four hours one day, while the truck was out of commission, were $3.75. The kind of driver has much to do with the cost of repairs, in the opinion of F. R. Coy. "The first man we had," he says, "did not understand the machine, and the result was an expenditure at one time of $50 for a part of the machinery which he had damaged on account of his inexperience."

Have Saw as Hardware Sign

The sign which the firm has suspended at the front of the store takes the form of a large saw with the word "Hardware" inscribed on each side. By means of electric lights it is visible at night as well as in the day time and at a considerable distance. The name of the firm appears below the saw form.

The firm of Coy Brothers is at present made up of F. V. Coy and his son, F. R. Coy.

The road to success in business is strewn, not with rose leaves, but with price tickets.

A System of Accounting that Really Keeps Accounts

Last word in retail accounting—What the hardware dealer has long needed—Simple and practical—Adapted to the smallest and largest business—Expert opinion says it is the best

BY W. H. STEPANEK

(All Canadian publication rights reserved to the Canadian Hardware, Stove & Paint Journal.)

[This is the fifth article in W. H. Stepanek's course of hardware accounting that really accounts, the first article having appeared in the June issue of Canadian Hardware, Stove & Paint Journal.]

Sixth Step, Figs. 6 to 6D—Special Forms

In this, the sixth step of the Stepanek system, we give five forms of transaction slips that will be found of value in connection with any accounting system. Each of these forms is printed in pairs in duplicate, with the exception of the Change Slip, Fig. 6D. This slip is not used in duplicate. All of the slips that are in duplicate are bound in book form. Receipts (Fig. 6)

STEPANEK & VONDRACEK HARDWARE CO.

$ 20.00 Cedar Rapids, Ia., Sept. 30 1912

Received from Jno. W. McCarthy

Twenty no/100 DOLLARS

on acct. of Store Lease

STEPANEK & VONDRACEK HARDWARE CO.

NO. 3 Per W.D.S. Clk. No. 1

FIG. 6

should always be made out in duplicate. This is easily and quickly done by the use of a carbon between the two sheets. The original should be given the customer and the duplicate left in the book.

Value of Receipt Books in Duplicate

Note: (Dishonest customers have been known to change the date and amount on a receipt in an attempt to claim credit for more than they had paid. The trick is easily exposed when their receipt is compared with the carbon duplicate. The original and duplicate should bear the same serial number. A convenient form of receipt book is one made up of three receipts to a sheet, perforated, so that they can be easily torn out. The original, or perforated sheet, should be of white paper. The under or carbon sheet must not be perforated, as they are to be left in the book, and they should be of a different color, preferably yellow, as this color works well with the carbon. The carbon sheet should be printed in exact duplicate of the top or perforated original sheet.)

Receipt books of this kind should be used on which to make the original entry for all cash received on account, and they should never be used for any other purpose. From the Receipt Book all entries are transferred to the Daily Cash Report (see Fig. 7).

Fig. 6A ("Paid-Out" Slip) is used by salesmen or bookkeeper to show all money paid out and for what purpose. These slips are made up in book form, single sheet size in duplicate, the top sheet perforated. When a salesman pays out money and the entry is made on this slip, he should tear off the perforated slip and file same with his Sales Slips. This is for convenience in checking the salesman's cash at night. The Receipt Book may be made in triplicate and the third slip filed by the salesman receiving cash on account, with his Sales Slips. Thus with his Cash Sales Slips, his Receipts, and his Paid-Out Slips, there is a complete record of the salesman's cash transactions in convenient form for checking.

"Goods Returned" Slip

Fig 6B ("Goods Returned for Credit on Account") is made up in the same form as "Paid-Out" Slip, Fig. 6A. The purpose of this slip will be seen at a glance. When a customer returns goods for credit, entry should be made on this slip. The original can be placed on the salesman's file or given to the customer.

"Goods for Approval" Slip

Fig. 6C ("Goods Sent Out on Approval or Loaned") is worth its weight in gold to any retail store that will adopt and use it. One of the greatest leaks about the average retail hardware store is the loaning of tools and other articles of merchandise that are never returned. Very few stores keep any record of goods or tools loaned. When any article is loaned, a slip should be filled out and the original given to the borrower, with the statement that unless the article is returned within the time specified on the slip, together with the slip itself, the borrower's account will be charged with it. When the time for return has expired, notice should be sent that the article has been charged to the borrower's account. While this may seem unneighborly, it is simply good business.

When an article is sent out on approval entry should be made on one of these slips. The goods should be described and the conditions plainly stated. This will avoid misunderstandings that so often arise where the

GOODS RETURNED FOR CREDIT ON ACC'T

No 4 Sept. 30 1912

M W. D. King

RETURNED THE FOLLOWING FOR CREDIT

1 Pan CL 25

Clerk No. 5

FIG. 6B

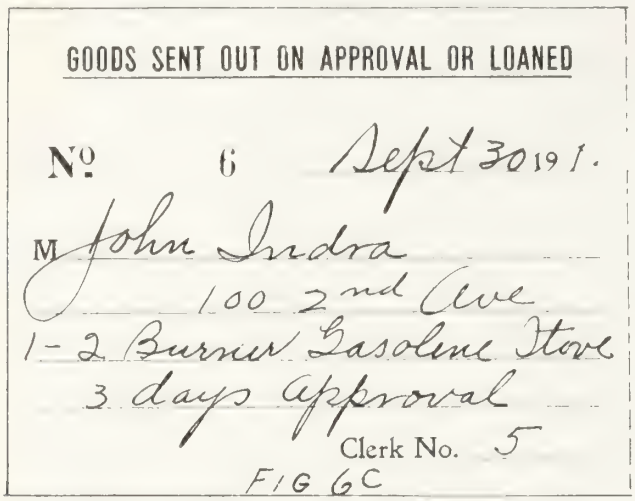
transaction is wholly verbal. These slips are made up in the same form as Fig. 6A and 6B.

Change Slips.

Fig. 6D is a slip used when the cash register is opened by a salesman to make change. This change slip completes the chain of cash transactions. By the use of these slips a record is had of all cash transactions. It also records for what purpose the cash register was opened.

These slips will be found of value where a modern cash register is used. While these registers have a

"Paid Out," and a "Received on Account" key, the complete record shown by these slips is lacking. When used in connection with a cash register having these keys, the key corresponding to the slip should be used, and a double check will thus be had. For convenience in sorting, and to avoid confusion, each slip should be of a different color, and only colors that will show a pencil mark plainly, should be used. The use of these



slips eliminates guesswork, for each transaction shows for itself, and as each slip carries the number of the salesmen, if any dispute or question arises, there can be no question as to what salesman handled the deal.

WHY THE WHOLESALER IS A FIXTURE.

By F. L. Brittain

Futile have been the attempts to do away with the wholesaler; in most cases he sits tight while the manufacturer rocks the boat. There is just as much danger in a capsize for one as for the other.

The wholesaler is a fixture—he belongs in the scheme of trade. A few manufacturers have been able to deal with the dealer and a few have eliminated the wholesaler, jobber and dealer and have gone directly to the consumer.

The manufacturer believes the jobber should put all his energy into distributing the maker's goods; that he should create a market where none exists; that competing, and lines akin, should not be handled—if so, never mentioned. The jobber thinks he should handle all the lines he cares to and in the way he cares to. The jobber believes he can ill afford to make a reputation for, or tie himself to, any line.

Both are wrong and both are right. But there will never be any permanent split. There will be wrangles and scraps, the pendulum of the manufacturer will swing out and far from the jobber but finally reach its farthest point and come back.

It is to the interest of each to work together, and not many business men are willing to suffer a great loss rather than yield a minor point or two.

A TIME LIMIT IN MAKING GOOD.

By J. R. Worden

In the game of making good, there's a time limit.

When we were seventeen the future to us was a world unexplored, with time unlimited.

But at 37 or 47 our perspective has changed.

We look into the future through wiser eyes and are startled—time has acquired boundary lines.

We look back at opportunities lost—at things done which we ought not to have done—at things left undone which we ought to have done—at long hours and well meant labor which proved profitless.

And it shows in our score.

We stand at the crest of the hill—the game is half over—to win we must capitalize the future with experience gathered from the past.

But we cannot afford to put off till to-morrow.

We cannot afford to miss even one opportunity.

There is a limit—a time limit—and every day, every hour, every minute is reducing just that much our chance of rolling up a good score in the game of making good.

We can't afford to go through the year not knowing whether we are winning, playing even or going behind.

WINNING POWER OF PATIENCE

By Elbert Hubbard

It is the patient man who wins. To do your work and not be anxious about results is the best way to secure the big return.

This does not mean that you are to sell yourself as a slave. If your present position does not give an opportunity to grow, and you know of a better place, why go to the better place by all means. The point is simply this: If you care to remain in a place, you can never better your position by striking for higher wages or demanding favors of any kind.

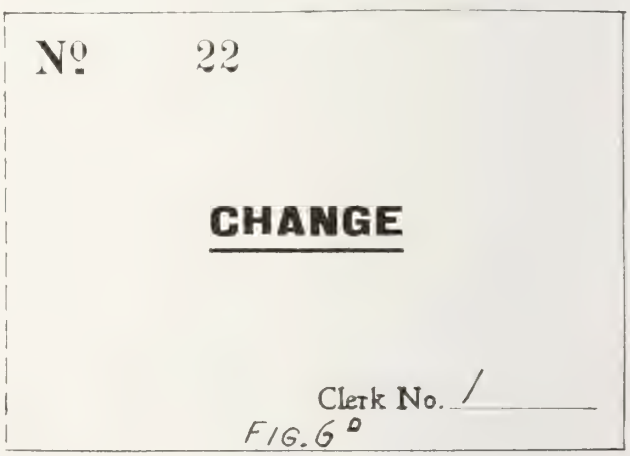
The employee who drives a sharp bargain and is fearful that he will not get all he earns, never will.

There are men who are set on a hairtrigger—always ready to make demands when there is a rush of work, and who threaten to walk out if their demands are not acceded to; but this kind of help is always marked on the time-book for dismissal when work gets scarce and business dull.

Such men are out of employment about half the time, and the curious part of it is they never know why.

As a matter of pure wisdom—just cold-blooded expediency—if I were an employee I would never mention wages. I would focus right on my work and do it.

I would never harness my employer with inopportune



propositions. I would give him peace, and I would lighten his burdens. Personally, I would never be in evidence, unless it were positively necessary—my work would tell its own story.

The cheerful worker who goes ahead and makes himself a necessity to the business, never adding to the burden of his superiors, will sooner or later get all that is his due, and more. He will not only get pay for his work, but he will get a bonus for his patience, and another bonus for his good cheer. This is the law of the world.

Business and Store Management

ANNIVERSARY sales are a big feature with many stores, and usually bring considerable business and general publicity. In the Anniversary the merchant generally goes a little further in offering inducements to buyers than in any of his other sales, as this sale is supposed to be a celebration of the store's birthday.

If these sales are made of real importance, people will remember them from year to year. They will look forward to them as events that should not be missed.

One dealer who has made a strong feature of his anniversary sale for a number of years says, in regard to it, "This place is a town of about 1,200 population, and having a large country trade around it, we find that an anniversary sale pulls well. In order to make it a success some little advertising must be done, but we find we are amply repaid in the trade it brings us and the advertising it does for our own store."

SATURDAY BARGAIN BASKET

Stanley & McLagan, of "the red front store," at Chesley, Ont., have a large clothes basket in front of their store on Saturday mornings, in which they place the left-overs of lines sold out, or small articles that have become shelf-worn. These are marked at a low figure and are found to sell well this way. Very seldom is the basket taken in with any articles left. Besides, the person seeing the bargain, picks it up and takes it into the store for wrapping up, and often this induces sales of other things in the store that would not be seen by the purchaser but for the bargain basket attracting the person to enter the store.

POSTING UP THE BARGAINS

On a brick pillar facing the doorway in the hardware store of Martin, Finlayson & Mather, at Vancouver, is a bulletin board covered with green denim, on which is pasted daily the advertisements from the local papers, giving a list of the bargains and special offerings for the day. It serves as a reminder to customers, and has induced sales when the articles marked up at special prices have been sold, not because they were wanted immediately, but because the price was attractive enough to make the sale for a future contingency.

PUBLISHES FIRST ANNUAL CATALOGUE

The steady growth of his business during the three years since locating in Mount Forest has been an incentive to F. E. Hendershot, hardwareman there, to make a continual effort to enlarge his stock and improve the service. "Reliable goods, low prices, courteous sales' help, careful bookkeeping and up-to-date advertising have all helped," he says, and now he has published a catalogue, his first one, but which hereafter will be published annually. "This catalogue," he continued, "is another step in the direction of better service to the farming public."

Mr. Hendershot expects this catalogue to help him greatly, especially in offsetting the inroads of mail order house competition. He advises that money will be cheerfully refunded for any article which for any reason does not entirely please, providing it is returned within reasonable time and in good condition. And he concludes: "If our goods and our business methods please you, tell your friends. If for any reason you are dsipleased, tell me, and in that way give me a chance to correct the trouble."

UTILIING CEILING SPACE

In G. E. Potter's hardware store at Berlin the ceiling space at the end of the store has been put to good use. There are hung on iron pipes strung from wall to wall all the tin and galvanized iron articles that have handles, including water cans, oil cans, lanterns, milk cans, coal hods, measures, etc. And they are ranged up neatly and attractively, too, adding to the completeness of the store and stock and being convenient for displaying to customers instead of handling samples from the end of the store and passing over the counter. This display method saves time and does away with disorder.

HAS LARGE LOCK FOR SIGN.

Wrights' Hardware on James street, Hamilton, Ont., has a large lock for a sign. Even at night, by means of electric lights it can be seen quite a distance. There is an advantage in having a sign symbolic of the goods carried in the store. A person goes out to buy some hardware article. He has no preference as to stores. He sees a large lock hanging in front of a store up the street. He knows that it is a hardware store and he makes his way there to buy.

TURTLES ADVERTISED THIS STORE

Recently the J. L. Boehl Hardware Co., St. Louis, Mo., put on a very unique and successful advertising stunt. They bought six small turtles, all about the same size, about six inches across the back. On the back of five turtles, in large, white letters, the name "Boehl," was spelled out—one letter of the name to each turtle, thus B-O-E-H-L. A space was fenced off in one of their show windows, the floor covered with sawdust, and the turtles were turned loose. A conspicuous notice was placed in the windo wto the effect that the first person reporting the turtles in line to spell the word "Boehl," would be given the choice of a safety razor or a pair of steel-wheel roller skates. In case the winner happened to be a lady, she was given her choice of anything in the store of equal value to the skates or razor. There is a Public School located near the store and to start things off right and get the youngsters interested the first day the show was on, just before school was dismissed at noon four of the turtles were placed in line, thus, O.E.H.L. This only made it necessary for the turtle carrying the letter "B" to get in line. Just as the first installment of youngsters came trooping along to view the window, Mr. "B" Turtle very accommodatingly got into line. Mr. Boehl, and everybody

else in the store, were not long in being notified of this fact. A newsboy student was the winner of the first prize.

It need not be explained that from the first, this window was the mecca for every scholar in that school, morning, noon and night. However, the youngsters did not by any means monopolize the window, for grown ups, old and young, were there in groups every day.

BRINGING FARMERS TO THE CITY STORE

In compiling a list of farmers on the rural mail delivery routes out of Wichita, Kan., the Harry Mead Hardware Company found that there were nearly 1,000 farmers near enough to Wichita to make that city a shopping center. As the store of the Mead company has been opened only since last spring, the management realized that all of these farmers could not possibly know about the Mead store, so a plan was devised with a view of inducing them to make a first visit, and it was believed that the general excellence of the store and the large variety of goods displayed would bring them back for future visits.

A circular was printed and mailed to these 1,000 farmers and each circular bore a coupon, prominently displayed, by which any farmer could obtain at the Mead store a lantern worth $1 for 25 cents. The Mead company had purchased about a gross of lanterns at a special price and could afford to make this offer as an advertising proposition without losing much money.

The lantern offer was good only until Thanksgiving Day and by that time 116 farmers had brought their lantern coupons with them and for their quarter received a lantern worth four times the price. All went away satisfied with their purchase. Only a few of them had visited the Mead store before, and to the majority of them the circular they received was the first intimation that there was such a store in Wichita. All of which proves the value of advertising.

A 25-CENT SALE

A United States hardwareman writes in regard to his remarkable success with 25c. sales, as follows:

"Enclosed find one of our circulars for a 25c. sale we held for several days recently. It was a decided success notwithstanding the fact that it rained all of each day.

"Receipts for the two days were $241.15, which, under the circumstances, we considered very good.

"We have 10, 15 and 25c. sales frequently, showing and ticketing the goods a week before the sale, and selling only at the time specified.

"Part of our success in this last sale we attribute to the fact that we used our mailing list, mailing 500 circulars to our out of town customers, ten days before."

We believe his plan a good one. Special attention given to 25c. goods pays well.

ESSENTIALS OF A SUCCESSFUL SALE

1—Arrange the stock in a different way—to give the sale variety.

2—Have enough new merchandise (especially if you are overstocked)—to give the sale a cutting edge.

3—Name some prices that literally burn holes—to give the sale force.

4—Advertise right—to let the people know what you have to sell.

TAGS THAT ADVERTISE

Every bit of paper that leaves a store to come under the notice of customers, whatever its primary purpose, should advertise. The Hardware Reporter (St. Louis) calls attention to what delivery-tags can do: An interesting example of the advertising value of tags was tried out recently by a hardware concern ordering 10 M. distinctive tags. The firm name was printed on one side of the entire lot and on the reverse side a different article for sale in the store was featured in every thousand, i.e., the first thousand bore the cut of a well-known lawn mower with description and prices, the second thousand a coil of good quality garden hose, the third a patent spring lock, etc. The experiment was a good success and the profit from the direct returns was enough to pay for the tags three or four times over. In this instance the firm got its tags for nothing and made a tidy little sum besides.

WHY NOT A "SUGGESTION BOX?"

There is a certain wholesale house in Detroit, and for that matter there may be several of them, who have placed in a prominent position, a "Suggestion Box," in which may be dropped any written suggestion by anyone who thinks of some method to improve service. This concern offers a dollar for every suggestion that is adopted.

This works out well and has been the means of several little improvements well worth undertaking. But it has brought out one big improvement that does not appear upon the surface. That is the development of the interest upon the part of the employees. It has struck down all timidity upon their part. They know that their suggestions are wanted. They feel free to offer them, and they do offer them not by any means alone on account of the money reward that they receive in case their suggestions are considered worthy of adoption.

GIVES 5c TABLETS FREE.

Giving a 5c tablet free with each 50c purchase was the means adopted by a southern merchant to interest children in his store.

This merchant specialized very strongly on school supplies and stationery and he said his offer brought many new faces to his store.

A number of people bought more than they really intended to in order to get the tablet without cost.

It is extremely interesting to see to what trouble some people will go to get something for nothing.

This is a principle of advertising which no merchant should overlook.

PERTINENT QUESTIONS.

Is my store front as attractive as any other in town?

Do I trim my windows every week and keep them looking fresh and clean?

Is my stock kept straight and in order?

Have I the very best possible arrangement in my store?

Are there any stickers in my store that should be sold now?

Because a man does not agree with you as to the best way of running your store, that is no sign that he is wrong. You may be mistaken yourself.

Window and Newspaper Advertising

LIGHTING THE SHOW WINDOW.

The night display in the hardware store is so valuable that the dealer cannot afford to slight the problem of efficient window lighting. The hardware store is primarily a man's store. The trade of women is becoming larger and more profitable each year, but the fact remains that men's trade comprises the bulk of the business in any season. And the fact is also well known that the majority of men in any community are confined at their work through the daytime so closely that the most effective display of tools or other supplies had little opportunity to get in its work on them during daylight hours. These same men, however, are frequently in the downtown section in the evening, seeking recreation in one way or another, and it is at that time that the well lighted display window has its only chance to sell goods to them.

The good display which is not properly lighted is less effective in drawing prospective customers to the store than is the poor display which is lighted after plans suggested by a really efficient store illuminating specialist. The old days of the gas light, or the arc lamp hung in the window, to greet the eye of the passer directly with its glare, have long since passed. The old style of lighting which lined the frame of the window with gas or electric lights about a foot apart has also taken to cover. It is a universally acknowledged fact to-day that the source of the light in a show window must be hidden from the sight of the person outside the window. This is, of course, not for the purpose of causing the person to wonder where the light comes from, thereby arousing his curiosity. A window which is well and evenly lighted, with the light well diffused over the display at all points, and with the light shining into the eyes of the "looker" nowhere, either directly or by reflection, is a merchandizing beacon for the weary eye at night. It reaches out quietly and grasps the attention of the passer. It sells goods with the same unexplainable facility that is the birthright for the natural born salesman. And, best of all, this window is lighted economically. The modern lighting system is both best and cheapest.

The best informed among the trade, whether they be buyers or sellers of merchandise, are quick to discover, even by the show windows which line a business thoroughfare, which of the establishments back of those show windows are progressive and which are not, writes Harold Cantwell, a lighting expert. Even the shopping public is able to discriminate in this respect; in fact, the average shopper does thus discriminate, even though he or she may not be conscious of the fact.

The average merchant is not alive to the possibilities of high-class scientific window lighting and to the improvements in show window lighting which have been made within the last two or three years.

Most retailers, however, are more or less cognizant of the immense advertising value of the show-window, which is evidenced in numerous instances by the elaborate fittings which characterize modern display windows, and also by the constantly increasing demand for thoroughly competent window-dressers.

Eloquent testimony to the merchant's appreciation of the advertising value of his window frontage is



A Fall seasonable display of "Wear-Ever" aluminum kitchen utensils. Northern Aluminum Co. Toronto.

shown in the frequent alterations of old-time store-fronts, involving in many instances the sacrifice of beautiful monolithic marble columns and other artistic and massive structural features, in order to gain a few more feet of window space.

That a show window attractive by day can be made doubly attractive by night is realized by some concerns, but few merchants are fully aware of the possi-

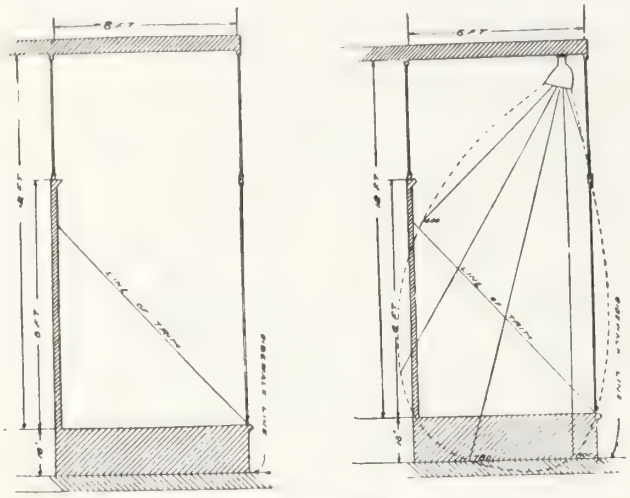


Diagram Showing Method of Scientific Lighting

bilities of staging this effect to the best advantage and with the minimum cost of maintenance. It is now coming to be more generally recognized that the window display can best be brought out in sharp relief by focusing the light upon the merchandise, and, at the same time, without the light source being visible to the eye.

It is a well-known fact that visual acuity is lessened by the eye being directly exposed to a brilliant source of light, and that details clearly discernible with the light source shaded are frequently lost and always dimmed when a bright light is directly exposed to the retina.

The explanation of the phenomenon is simple; the pupil of the eye requires time in which to accommodate itself to a strong light and is, under that light, unable to at once clearly distinguish details. A person looking in the direction of the sun is unable to distinguish details until the eye has accommodated itself to the glare which confronts the retina. Persons accustomed to motoring at night will recall that, by means of the illumination of the usual acetylene lamps, objects in the road ahead are clearly visible, but when approaching an arc lamp these same objects become less prominent and at times almost invisible.

This result is not brought about because there is a lessening of the illumination, but the objects appear less distinct because the brilliant illumination from the arc light is in the direct line of vision and there is a partal blinding of the vision.

An important factor in the effectiveness of an evening display is found in the distribution of the light in such a way as to materially affect the tone of the illumination. Many a show-window is well lighted in the front half, while the display in the back of the enclosure is in comparative shadow.

Frequently these conditions are reversed, with an excess of illumination in the rear of the window and a low degree of intensity at the front, near the plate glass. The window that is ideally illuminated is the one in which there are no light streaks or shadows.

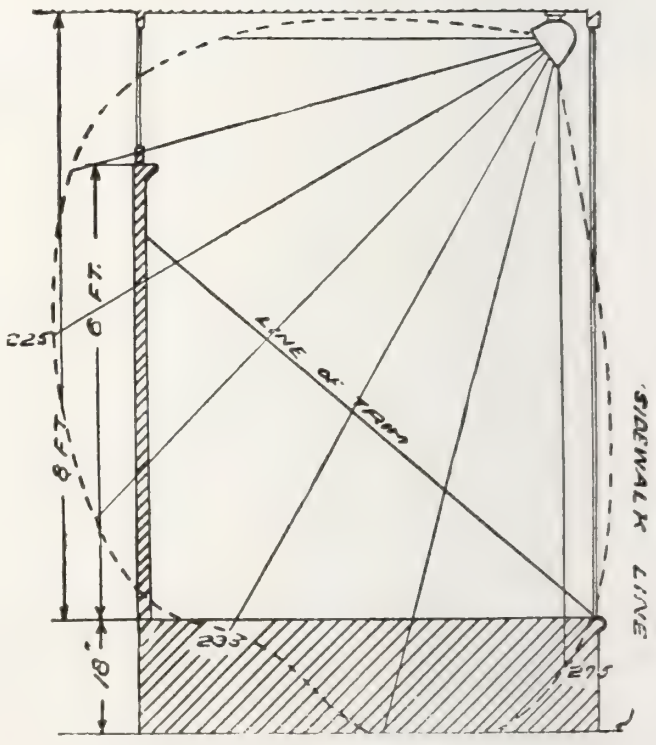
Because the average merchant has given little attention to the matter it is difficult for him to realize what a slight variation in a reflector design will bring about in the way of improved illumination for his window display. A small difference, however, in the design of a reflector will frequently effect a considerable difference in the window illumination.

A common old style method of lighting up the windows has been to use "border" lights; that is bulbs placed along the top, bottom or sides of the glass. This is not satisfactory, however. The light is placed between the eye and the goods on display with the result that the display is not illuminated to advantage, says another writer.

Outside lighting has also been attempted, but the results are not good. Gas arcs placed outside the store will undoubtedly light up the windows, but the goods displayed within will not be seen with any degree of distinctness.

It has been effectually demonstrated that the lights and reflectors should be placed as close to the plate glass as possible and so arranged that the rays will slant towards the goods. In other words, the rays should strike the goods from the same direction in which the people will look. By this means it is possible to get a "spot light" effect, practically eliminating all shadows.

Figure 1 shows the cross-section of a window eight feet high and 16 feet deep, and the other diagrams show the suggested system of lighting this window as outlined in the American Architect. The light is placed at the top and near the front with a scoop reflector. The curve of the scoop reflector is traced on the sketch,



This Light would not Bother the Customer

and it will be noted that the distribution of light covers the entire line of the trim, that is the space which would be occupied by the display of goods. This distribution curve shows that the downward candle power directly underneath the reflector would be about 275. At an angle of 45 degrees the candle power is about 235, and where the light would strike the upper part of the line of trim, the candle power delivered would

be about 225, that is with a 60-watt clear bulb Mazda lamp.

The intensity of illumination desired would determine the number of reflectors used. Where the street would be brilliantly lighted, neighboring windows well lighted and the background and fixtures would be of a medium color, that is not too dark, the window would be well lighted by using the reflectors every 15 inches apart.

In Fig. 2 is shown a window of considerable height. In a case of this kind it is generally found that the upper part of the background is made of glass in order to admit light into the store. This is an important factor in arranging for the illumination of the window. The light should not be thrown on the glass part. Otherwise it would flood into the store and be wasted.

In Fig. 3 is shown the method of properly illuminating the window shown in Fig. 2. The light and reflectors are placed from 12 to 14 feet above the floor. A reflector of the shape shown would, when used in conjunction with an 80-candle power lamp, throw over 800 candle power downward. This is one of the most powerful reflectors ever designed for window illumination.

WHERE DISPLAY IS A NECESSITY

"With many dealers extensive display of goods is of advantage," said a Cobalt merchant to the writer, "but with me it is practically a necessity. There are many foreigners employed in the mines here, and I do a considerable trade with them. It is very difficult to understand many of them when they ask for goods, but if the article is on display and they can point to it, it solves the difficulty. Otherwise there would be a considerable loss of time, and probably irritation on their part, in ascertaining their wants."

SHELVES INCREASE WINDOW DISPLAY SPACE

In showing a variety of chinaware in the window, the aim is to display as many lines as possible to advantage. What may appeal to one person may not to another, and thus the value of showing many lines. In order to accomplish this end T. H. Black, of Cobalt, has had a series of shelves arranged around the side and back of the window. This proves a valuable supplement to the regular display on the floor of the window. The back of the window is closed in by glass, thus allowing the shelves to extend up high.

"EVERY LITTLE MOVEMENT."

Mechanical movements are always in demand, because everybody will stop to satisfy his curiosity. They furnish a golden opportunity to centre attention on some particular piece of merchandise; therefore should be planned if possible to somehow gain that point.

Considerable difference of opinion seems to prevail regarding the advisability of using windows to display one's ingenuity in constructing locomotives, automobiles, pipe organs, etc., out of hardware.

We take an optimistic view of this style of display, commonly known as a general publicity window. Although we have never put in an automobile, locomotive or such in our window we have several times planned them.

Prize window display of Remington—U.M.C. goods made by a United States hardwareman. The display shows a big bear trap, appropriately close to the tracks in the snow, beautifully mounted specimens of local game birds, with the rifles and shotguns, forming a harmonious and attractive picture. Remington—U.M.C. products are featured, but do not obtrude.



Retail Hardware Advertising

Some Suggestions and Examples for Progressive Merchants

A VARIETY OF SEASONABLE ADVERTISING

By A. B. Lever

I am reproducing this month a line of seasonable advertising of various styles and dealing with various lines.

The first advertisement, that of C. T. Laird, Regina, is a little out of the ordinary in its reading matter, but is of the kind likely to appeal to the sportsman. The original was 2¼ by 7 inches.

The advertisement of the Sun Electric Co., Regina, serves to draw attention to the fact that the shipment of shades has been secured and it stands out well. The advertisement would have been strengthened, however, if a little larger space had been used and some idea as to prices given. The original was 2¼ by 4¾ inches.

The advertisement of Howie & Feely, Brantford, draws attention to the fact that they have on hand a stock of rebuilt stoves and ranges. The advertisement is well balanced, but it would have probably appealed more directly to people who purchase re-built stoves if in the first line the word "re-built" had been brought out in display instead of the whole line being devoted to the word "stoves." This is a suggestion which Howie & Feely might try out when again advertising re-built stoves. The original was 4¼ by 2½ inches.

The strength of the advertisement of L. J. A. Surveyer, Montreal, is in the reading matter in the centre of the advertisement, which is very well arranged indeed. The display type, however, is rather old-fashioned, but that is the fault of the publishers and not of the advertisers. The printers have not done their work as well as the writer of the advertisement did his. The original was 4½ by 5¼ inches.

The advertisement of J. G. Edwards & Co., Lindsay, is an exceptionally good one. It is well balanced and well written. If the line "Also Tubs at $2.00 Each" had been run in with the line above it would have improved the advertisement a little. The original was 4¼ by 4 inches.

The advertisement of Jas. Simmonds, Ltd., Halifax, emphasizes the importance of quality in builders' hardware. This is its most commendable feature, although the advertisement itself is typographically a good one. The original was 4¼ by 3¼ inches.

Ashdown's advertisement shares with that of the J. J. Edwards & Co. the honor of being the two best in the group. Wherever an advertisement of Ashdown's appears it can usually be depended upon as being good. They know the importance of advertising the news of their store, and not only that, but of securing well-balanced advertisements typographically. It is an advertisement which no doubt produced results. Like the advertisement of C. T. Laird, it will also be noticed that attention is drawn to the fact that the goods advertised are also displayed in their windows. The original was 4¼ by 5½ inches.

The last advertisement in the group is from a department store advertisement. It is a newsy advertisement and it will be noticed draws attention to a demonstration of aluminum ware, which was carried on in the store.

ADVERTISING A RETAIL BUSINESS

By Charles H. Marshall

We all have something to sell, merchandise, information, experience, ideas, or time, and if we follow out the latter definition, we will market our wares through the avenue of attention, and secure permanent customers through the channel of heedfulness and watchfulness.

If you wish to expand, and we take this for granted, you no doubt realize that advertising of some kind must be done. Results can only be secured, however, by supplementing that advertisement with the hardest kind of work, close application, lots of common sense and eternal vigilance. If anything else can turn the trick, it has never been discovered, to my knowledge. Every action by you as an officer or proprietor, and so on through your entire force, is advertising, either for good or bad. Surely no business man would knowingly do anything in advertising or any other branch of his business that he considered diametrically opposite to what he thought to be good business.

We all know that no legitimate business can be successful without the constant accumulation of satisfied customers, and, in my opinion, all the effort or money spent in advertising is nullified unless backed up by the closest attention to any complaint, be it fancied or otherwise.

To secure results from any effort, a plan must be mapped out. Advertising is no exception to this rule; therefore, you must have a plan of campaign. You would not think of trying to trade in any merchandise unless you had location, stock properly arranged, harmonious organization and good service. It would be folly to invest money unless you had determined to give all these items your attention, and you must not expect to receive rewards for advertising if everything else is not in sympathy with it. While it is quite possible to do some business without any paid announcements or general publicity work, depending entirely upon personal impression and good business principles, it is just as true that judicious advertising will act as a lubricant and help build up that business more rapidly.

Emerson has been quoted as saying, "If you write a better book, or preach a better sermon, or build a better mousetrap than your neighbor, though you build your home in the woods, the world will make a beaten pathway to your door." This is doubtless true, but in these days of busy commercial activity and keen competition, it becomes necessary to let the world know where these mousetraps can be secured, and show the public the quickest and easiest route.

We have all had experience in buying in other stores. Then why not profit by their mistakes, the greatest of which, or at least the ones we notice more readily, I think you will agree with me, is the lack of personality. What a tremendous power for good advertising is that quality of personality! You may spend all kinds of money to tell the public what a good fellow you are, but it is only when we meet a man face to face and

get to know him that we are capable of judging his true character and deciding whether we want to frequently meet him. "Most people like square dealing and appreciate courteous treatment. When a man tells you a thing is so, and you find it to be so, your faith in him begins to grow. If he tells you time after time that things are so, and you always find the measure of his promises filled right up to the brim, in time you take his word for its face value." This, I think, is the foundation of good advertising, and without which no business can prosper, unless it has back of it this motive power.

Advertising is just as necessary a study as any other branch of your business. Not a thing apart, but a part of the whole. The mere fact of spending money in newspapers, periodicals or other means of circulation or by circulars, booklets, mail-cards, etc., will never get you results unless backed up by the best kind of store management. Whatever publicity you advertise for, be sure it is good, because those things are only lasting which are good. This is a natural law, and, as we know, a natural law can not be evaded without penalty.

Therefore, good advertising, for the merchant with an established business, means spending a certain amount of his earnings for truthful publicity work, depending upon the growth and financial condition of his business, the money so expended to be regarded in the same light as any other fixed charge, such as rent, salaries, insurance, depreciation and other operating expenses, and its direction must necessarily come under the executive head of your business.

If you were to ask my advice about the method of doing it, I would say first take advantage of the opportunities at your door, then use newspapers for quick introduction, and suggestions, printed matter and salesmen for your arguments, letters for persuasion, windows for invitation and clerks for consummation, and, above all, watch the silent salesman, that modest little fellow who does not appear on the weekly payroll, whose actions speak louder than words, and can do you more harm or good than any other force of which I know.

A piece of merchandise without a price ticket is a dead, meaningless thing—but with one, it becomes an answer to an unasked question.

Johnny Get Your Gun

Where is it? Why at C. T. Laird's Hardware Store.

The 15th is not far away, and we must have some Ducks and Chickens.

Well, get good Ammunition, and plenty of it.

Now, Mr Sport, we have the Gun you want.

Peter's Cartridge and "Repeater" Guns.

Guns for the Boy, and Guns for the man. Single or Double Barrel — English, Canadian and American makes from $11.00 up to $65.00.

All kinds of Loaded Shells. Special price in quantities.

Shooting Coats and Caps. Coats from $3.50 up to $8.00. Caps, 90c and $1.00.

Gun Cases, all shapes and kinds, styles and prices.

And if you intend having a shoot this fall don't miss us or you'll be sorry.

Inspection invited. See our Gun Window.

C. T. LAIRD
1834 Hamilton Street,
Phone 1013.

STOVES

Before buying, see our splendid stock of Re-Built Stoves and Ranges.

These are in perfect condition, having broken pots replaced, new linea and replated.

HOWIE & FEELY
TEMPLE BUILDING



Beautify Your Home

Don't put cheap hardware in your home; it won't last. Use quality goods. They look better and wear longer.

Door Sets of Quality

They cost no more than the cheap kind. Ask for the **Russwin** line and be satisfied. Many styles to choose from.

JAS. SIMMONDS, LTD.
41 UPPER WATER ST. FOOT OF DUKE.

Real Sporting Men Buy the Best in Hunting Season



All real sporting men want the best in Guns, Rifles, Revolvers, Ammunition. Pay us a visit, you will find that our goods are first quality.

Revolvers from	$3.50	Hunting Vest	$1.75
Guns from	$7.00	Bear Straps	.50
Hunting Coats	$1.75	Hunting Knives	.75

L. J. A. SURVEYER
52 ST. LAWRENCE STREET
MAIN 1914.

ASHDOWN'S
SPECIAL SALE OF
Ideal Fireless Cookers

EQUIPMENTS

No. 14. 1—12 qrt. Aluminum Kettle, 2 Heat Radiators, 1 pair Individual Pastry and Cake Shelves, 1 Radiator Rack, $16.50 for $12.75

No. 15. 2—8 qrt. Aluminum Kettle, 4 Heat Radiators, 2 Radiator Racks, 2 pair Individual Pastry and Cake Shelves, 2 Radiator Hooks. Regular $26.00..... $21.00

No. 13. 1—8 qrt. and 2—4 qrt. Aluminum Kettles, 4 Heat Radiators, 1 Radiator Rack, 1 pair of Individual Pastry and Cake Shelves, 2 Radiator Hooks. Regular $28.00 ..... $22.00

No. 16. 2—8 qrt. and one 4 qrt. Aluminum Kettle, 5 Heat Radiators, 2 Radiator Racks, 2 pair Individual Cake and Pastry Shelves, 2 Radiator Hooks. Regular $32 for $24.00

ASHDOWN'S Watch Our Windows

The Shades of Night Were Falling Fast

We have received the largest assortment of Shades of all colors and shapes at a price within the reach of everyone.

200,000 To Select From

'all at

The Reliable Firm

Sun Electrical Co., Ltd.
1844 SCARTH STREET

Washing Machines and Wringers

The New Ideal Washer

Revolves on a large ball-bearing head. No centre post. Has swinger stand. Tub can be taken from stand, which makes it very easy to handle. The newest and best washer made $10

The Jubilee Washer

Has the old fashioned rocker motion. Does its work well and for anybody who wants a very medium priced washer, it can't be beat. Each only $4.50

We carry all makes of Clothes Wringers from $3.75 to $5.00 each.

Also Tub Stands at $2.00 each.

J. G. EDWARDS & CO.

Special Display and Sale of Aluminum Ware

This is demonstration week for Aluminum Ware in our basement store. The impression seems general that these practical and sanitary kitchen utensils are too highly priced for ordinary households. Our prices are proof that this impression is wrong—that aluminum is almost as cheap as graniteware; it lasts longer, too, does not burn, chip or scale, and is a genuine pleasure to use. Get acquainted with our prices and qualities.

No. 8 Seamless Kettle	$1.05
8-quart Stewpan and cover	85c
8-quart Lipped Saucepan	90c
4-quart Milk and Rice Boiler	$1.10

A variety of seasonable advertising, being done by Canadian hardwaremen.

Heating and Metal Working

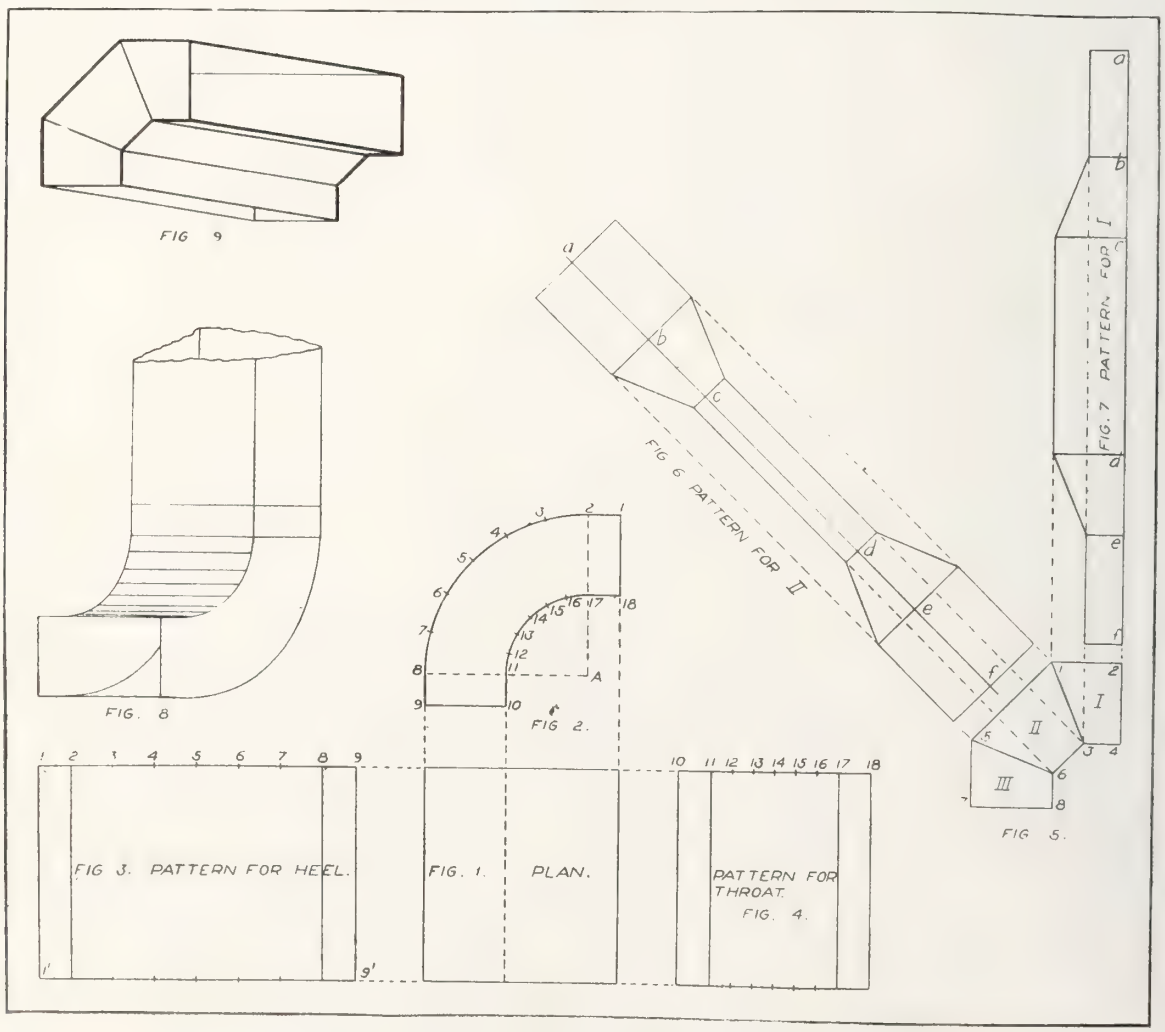
RECTANGULAR FURNACE STACK ELBOW

In the drawings are presented two styles of elbows for rectangular stacks, risers, or wall pipes, used in warm air furnace work in which the change in direction is made on the narrow side of the pipe. In Fig. 8 the elbow is curved and made in four pieces with the seams on the corners, of which Fig. 2 is a view of the narrow side. In Fig. 9 the elbow is made in three pieces, of which the elevation in Fig. 5 is also a view of the narrow side. The first style is a better elbow, but it also requires more time and labor to make it.

The elevation, Fig. 2, is the net pattern for the two narrow sides and the radii with which the arcs are described should be as long as conditions will permit, as an elbow with a long sweep will convey warm air more satisfactorily. Fig. 1 is the plan of the elbow, and as the dimensions are always known the plan is not necessary. This elbow is also made with straight ends so that pipe can be more easily connected to it.

Space the curved part of the heel into a number of equal spaces and transfer the lengths of all the spaces in the heel to a horizontal line at 1-9 in Fig. 3. From 1 and 9 draw lines at right angles equal in length to the wide sides of the rectangular pipe as at 1′ and 9′. Connect 1′ and 9′ and then 1, 9, 9′, 1′ will be the net pattern for the heel which will be straight 1 to 2 and 8 to 9. In the same way space the curved part in the throat and develop the pattern for the throat by the same process as described to develop the pattern for the heel.

The elbow in Fig. 9 in furnace work is seldom made in more than three pieces. To develop the patterns first draw the side elevation, as in Fig. 5, and as the size of the pipe is known the profile is not necessary. At right angles to II draw a line as a-f and place on this line the girth of the pipe in such a way that the seam will be either in the center of the throat or the heel. As from a set off half the width of the wide side of the pipe, or a-b, and then the width of the narrow side, b-c; next the width of the other wide side c-d and again the width of the narrow side d-e. From e one-half of the wide side as e-f and through all these points draw lines at right angles to a-f. The lines through a and f will be the seam lines or edges and those through b, c, d and e will represent the corners of the elbow. Project at right angles to II, to these lines, the points on the corners at the miter lines. As the line b is on the



Pattern showing how to make rectangular stack elbow.

heel corner, the heel points 1 and 5 are projected to it; the line d being on a throat corner, the points 3 and 6 in the throat are projected to it. Connecting all of the points located in this manner will produce the net pattern for piece II as shown in Fig. 6.

In the same way develop the pattern for I and II which is shown in Fig. 7. This pattern has been developed by projection, but it can be developed by transferring the lengths of the corner lines in the side elevation. Lay off a stretchout of the piece I at any convenient place and transfer to the lines at right angles the lengths in I. This transfer is most conveniently done by means of the dividers. For instance, to the line d in a stretchout similar to Fig. 7 transfer the length 1-2 of Fig. 5; to line f the length 3-4, etc.

Connecting the points thus located or the ends of the lines from line to line will result in the net pattern for I. The pieces II and III can be marked from I. after it has been cut out, and then the end pieces will always have their seams in the heel or in the throat and be opposite to the seam in II.

HOW TO PREVENT "HAMMERING" IN RANGE

What method would one take to stop hammering in range-boiler when the boiler is connected with range on first floor, also with furnace in basement and bathroom upstairs? When water gets hot it starts hammering. Would air-chambers in the bathroom stop same, and how many would be necessary, and what fixtures would it be best to put air-chambers close to?

"Domestic Engineering" gives the following reply to above question:—

The sketch below shows the proper method of connecting waterbacks in the kitchen range and in the furnace, and also gas water-heater for summer use, and we would advise this plan, omitting the gas heater if not desired. Notice that the pipe is enlarged where the hot water lines from the two waterbacks join the opening in the side of the boiler.

On the supposition that the cold water supply comes from the street mains, and there is no noise when water is drawn from the hot or cold faucets when there is no fire in the range or furnace, then the noise can be traced directly to the waterbacks or connections as follows:

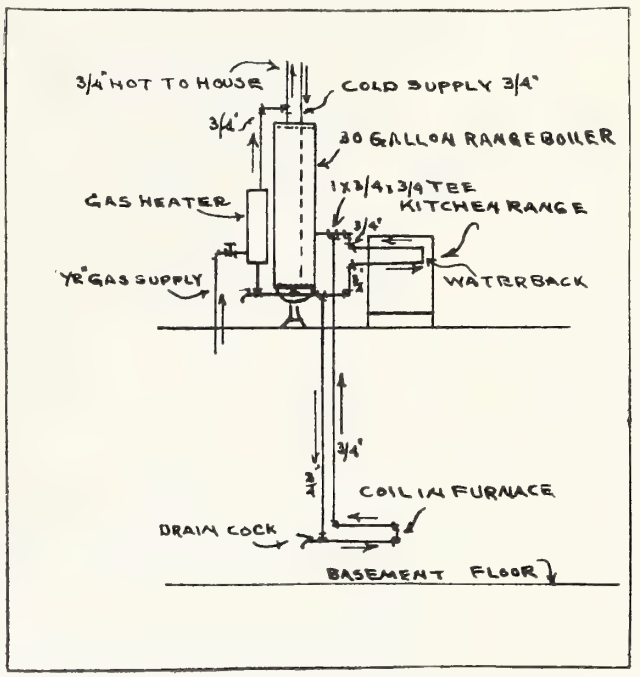
1. The waterbacks may contain too much heating surface.
2. The piping may be so installed as to cause the hot water currents to buck each other.
3. Piping may be trapped or have air-pockets.
4. Waterbacks may be partially stopped up with dirt.

Regarding No. 1, if the waterback contains 2½ inches of surface exposed directly to the fire for each gallon of water to be heated, this should be of ample capacity to heat the water in one hour. This would be 75 square inches of surface for a 30-gallon boiler, or equivalent to approximately 2 feet of ¾-inch pipe. This is based on experience gained from a large number of installations. This may have to be increased or reduced at times to meet unusual conditions of heavy or light fires. Too much surface will produce the hammering, and air-chambers will not relieve this trouble.

No. 2 cannot be commented on except to make the statement, "Do not put your piping in in such a manner as to cause the water currents to buck each other." The arrows in the sketch will make this clear.

No. 3. If the hot water piping is trapped, you will get an irregular flow of water and also the hammering noise. This is because the air which forms in the traps or pockets is forced ahead when the pressure rises, and the hot water, striking the cooler piping which was filled with air, causes the hammering sound. Moral, grade your piping and avoid the traps, pockets, sags, or whatever you choose to call them.

No. 4. The waterback being partially choked up may allow the water to heat so rapidly that steam will form, and on this steam forcing its way through the



Proper Method of Connecting Waterbacks

stoppage to the boiler and the cold water rushing into the waterback to take its place, the result will be "hammering," and very often a split waterback. Remedy, put in a new waterback. If the water has much lime or magnesia in its composition, it is cheaper and better to put in a new waterback than to try and clean the lime out with muriatic acid, as is often done, but not with any marked degree of success.

STOVE TRADE GOSSIP

The L'Orignal Stove & Mfg. Co., L'Orignal, Ont., has been incorporated.

The Union Electro Products Co., Windsor, Ont., capital $40,000, has been incorporated to make and sell electric cook stoves and utensils.

The Perfection Stove Co., Ltd., Sarnia, has been incorporated with a capital of $1,000,000, to manufacture stoves, kitchen utensils and household appliances of all kinds.

Negotiations which have been under way for several months are now completed, whereby the Brand Stove Co. will build a plant at Regina, to be in working order before the snow flies.

The Eco-thermal Stove Co., of Canada, Ltd., Kingsville, Ont., have been incorporated at Ottawa to manufacture and sell stoves, ranges, furnaces, heating and cooking appliances, metallic ware, castings and metallic products of all kinds. The capital is $100,000. The provisional directors are B. Jasperson, C. J. Green, W. Fleming and others.

"I explained to George when he proposed that, of course, he could not expect me to cook."

"What did he say?"

"That he'd get a fireless cooker—that is easy."

Avoid Selling Cheap Stoves and Cheap Ranges

More attention should be paid stove line—Taking the salesmen into confidence—Posting clerks in new line—Developing the sales idea.

BY HARRY MEAD

There is perhaps no line of merchandise sold in the average hardware store that is given so little attention and receives such poor treatment as the stove and range line. As a usual thing they are placed on the floor half-blackened and polished, generally covered with horse collars or some other line of merchandise, and one would think that they were used as a display table and a "catch all" for anything that would come handy.

Some years ago we awakened to the realization that we were carrying several different lines of manufacture of stoves, and that every time we had a steel range or stove customer our salesmen were in competition with our competitors on one point only, and that was price. We found that our stoves were not making us an average per cent. of profit that was justifiable in comparison to the amount of outlay we gave to this line in respect to capital invested, floor space given over to this line and the labor that went with each sale in delivering them in town, setting them up, and more especially, the work for the "trouble man" after they were sold.

The stove situation had become so unprofitable to us that we took our employes into our confidence, with a heart-to-heart talk as to what was our trouble and whether or not it would be profitable to continue the stoves or eliminate them from our business entirely. One argument that I remember we used with our employes was that the steel-range peddler had just invaded our community and had wound up by selling two or three carloads of steel ranges at the price of eighty-five dollars each. We had investigated the stove which he sold and found that it was a better range than we were selling, but that there were many steel-range manufacturers in the United States who were making at that time as good a range, or better, than was sold by the range peddler, which could be sold very profitably by us for sixty dollars. The result of our meeting was that we came to the conclusion that our methods of selling ranges was entirely wrong, and that we were to blame for the condition of our stove department, for the reasons that our stoves were improperly displayed and poorly polished, and the main and great fault of our selling plan was our ignorance of the steel range which we were selling.

Posting Up on the New Line.

At the beginning of that fall season we bought one of the highest-priced lines of steel ranges that there was on the market, with the distinct understanding that the traveling salesman should come to our town as soon as we received our new stock and spend all the time necessary to educate our people to every good feature in the range, and to see that they were properly drilled and acquainted with its every talking point.

As soon as these ranges were received we put a sample of each pattern we had on the floor. We were careful to see that they were properly set up, polished and made ready to show. Our employees held meetings at night and were taken to each range, and it was gone over minutely by the factory salesman, who explained every good talking point and points of interest on the range. After he had gone over the range, from top to bottom, we then had each of our employes separately go over and explain the different points that had been shown them by the salesman, and in this way we developed out of our force of employes three good steel-range salesmen. Our ranges were priced at an average of sixty and sixty-five dollars. The tags were marked in plain figures, and the rule was laid down that nothing should ever be put on the ranges and they should be kept perfectly clean and free of any merchandise being displayed or laid on them.

Results are what count; and from that day to this we have never sold a cheap range. Our steel ranges have been sold at one price. We do not give any free merchandise with them to close a sale, and we do not come in competition with our competitors who are trying to sell a range for twenty-five, thirty or thirty-five dollars. It would be interesting, perhaps, to say that we have sold very few ranges under fifty dollars—perhaps more at sixty dollars than any other one price. We do not know what price our competitor gets for his range, nor do we care to know. We are selling to-day a high-class line of steel ranges and stoves, and we make our price regardless of prices at which any one else is selling his stoves.

Trying to Sell on Close Margin.

I know the reason why so many dealers find their steel-range and stove line unprofitable—which they will, if they figure their cost of doing business and the extra labor it takes to handle their stove line. These dealers are handling this end of their business without margin enough to pay their fixed cost of doing business, and the whole trouble with them is they know but very little about the particular range or stove they are selling. My observation has been: Let a customer come into the average store and ask to be shown a range, and the average salesman will lead the customer to the range, open the oven door and say: "There is a nice stove. It has a nice large oven and is a good baker and a good heater." The next remark you hear will be the price, and that is about as far as the salesman can go. If the customer begins to ask questions, the salesman begins to get frightened, and immediately commences to "shave" the price to tell how many free articles of equipment he can give with it. Finally, if he is fortunate enough to sell the range, it is sold with this excuse: "Well, I made five dollars on that, and that is better than not selling it."

This class of salesmen are what would be known as job holders and have no right to the title of salesman.

Developing a Salesman Quickly.

We have one salesman who, three months ago, knew nothing whatever of a stove. He was not only ignorant of the stove line but was of a timid disposition. We simply had him stop and devote the time to studying our line of stoves and ranges, and become thoroughly familiar with every point and feature of them. We then went over with him the question of price and explained that the prices marked on the stoves were

absolutely the best for which they could be sold and that the quality was the best we could buy, and we then expected him to sell stoves and ranges. To-day he is as good a stove salesman as we have, and very seldom misses a sale where he has a prospect or an opportunity.

I believe dealers make a serious mistake in stocking too many lines of manufacture or brands. They not only make surplus stock and large stocks, but there is no merchant who can put two lines of stoves on his floor and have them both be the best. It not only divides the energy of the salesman, but misleads the customer and gets his mind divided as to which is the better, with the result that when the prospective customer does go into a stove store where they have but one line and that line a good one, their attention and whole interest in centered upon one trademark line of stoves. I know some dealers who carry three or four lines of stoves, whereas, if they would confine their business to one line, they could ship them in carloads, thereby saving the difference between carload and local freight.

To-day we carry on our floors but one line of stoves. We stock the patterns we believe are the best sellers and sizes, etc., and there we stop, with the result that our stove stock is clean. We have no odds and ends, and we make a legitimate profit on every stove we sell. Another thing is, we do not come in competition with our competitors as much to-day as we did ten years ago.

I just give you the ideas and experiences that we have had with our line of our merchandise, feeling that perhaps it might be of some benefit to some other dealer in helping him to get away from selling cheap stoves and ranges, and selling them for price only.

DON'TS FOR THE STOVE MAN.

Don't fail to be explicit in ordering repairs.

Don't forget that stove polish is a good salesman.

Don't try to carry orders for repairs in your head.

Don't attempt to carry too many lines; select a good one and stick to it.

Don't sell stoves that are difficult to repair; stove repairs, like chickens and curses, come home to roost.

Don't guarantee a small stove to do the work of a large one.

Don't expect a stove to work as well before it is paid for as after; it seldom does.

Don't guarantee a range to bake well if connected with a short chimney; it may not.

Don't use a smoke-pipe that is too small; better too large.

Don't trust a customer or other inexperienced person to put up a new stove; if possible avoid it.

Don't undertake to get stoves delivered without sufficient help; if broken in handling you will have the expense of repairing and probably a dissatisfied customer.

Don't urge a woman to buy a stove she does not like the looks of; if she takes it it will never be perfectly satisfactory.

Don't try to convince a prospective purchaser that he or she is prejudiced for or against any particular kind of stove.

Don't forget that, as the seasons change, the wants of the public change; and arrange samples and windows accordingly.

Don't get the idea that dust and dirt will be overlooked in your place because it is a stove store.

Don't condemn without a hearing a range that does not bake well on the bottom; it may "talk" when connected with another chimney.

Don't forget that a few ashes spread over the top oven plate of the range will improve its baking.

Don't overlook the fact that a stove must have sufficient draft to work satisfactorily, and that the chimney and not the stove must furnish the draft.

Don't allow stoves to be taken out of the store until they are looked over carefully; filing and fitting after a stove is delivered arouses an unpleasant suspicion in the mind of the housewife.

Don't forget that the average man or woman is more stupid regarding the needs, uses and general make-up of a stove than upon almost any other subject.—Metal Worker.

DOHERTY'S NEW STOVE WAREHOUSE

The Doherty Manufacturing Co., Limited, Sarnia, Ont., are now occupying their new building on the corner of Wellington and Queen Streets, an extension of their works which now covers the whole block from Vidal Street to Queen, with a continuous frontage on Wellington Street. The latest addition is an up-to-date three-storey building 100 ft. x 40 ft., costing about



The hardware and stove section of Hickling & Dalton, hardware and furniture dealers, Canora, Sask.

$25,000. The ground floor of the Queen Street corner is taken up with the general offices, and those of the president, general manager and sales manager. These are neatly finished in beaver board panelling, and lighted from the north and west. To the east is a large show-room, which will enable the Dohertys to show the people of Sarnia, as well as visiting customers, their extensive and handsome line of stoves.

The rest of the ground floor of the new building is taken up with a roomy fireproof vault, storage for small finished parts, and a new shipping room, fitted with an electric elevator giving easy access to the two upper storeys, which are to be used for the storage of finished stock, everything being as light, clean, dry and airy as possible. The building is heated by low pressure steam. The steel range department is being moved into the former offices building, and more space is being taken for the mounting and fitting shops. For some time past all departments have been crowded, and these changes will not only contribute to convenience but enable the company to do a much larger business at a minimum of expense.

Paint and Varnish Trades

ADVANTAGES OF MIXED PAINTS.

By Edward G. Speer

After several years of careful study and successful experiments, a large percentage of master painters realize that ready mixed paint has proven its worth and that it has come to stay. Those master painters who have refused to accept the advantages of mixed paint have apparently not given it the impartial trial that it deserves and have been governed more by prejudice than actual conditions.

There are many good reasons why this is true. In my own work I always used white lead and oil, and I was so radical on the subject I would not even listen to the advice and logic of the mixed paint man. Probably no master painter was more set in his ways than myself, and I believe after the years I have spent in the using of lead and oil, and now recognizing the advantages of mixed paint, that any man can be converted if he will only give the subject that attention it deserves.

Possibly, what awakened my interest in mixed paint more than anything else were the repeated failures of white lead and oil on many jobs which I did, and it forced me to the conclusion (or in other words, I awakened to a conscientious understanding of mixed paint, and, therefore believe that credit is due where it belongs). The uniformity of body, tints and covering capacity of mixed paint cannot be secured in our own mixings. The thinners and driers cannot be distributed as equally in hand mixed paint as by modern machinery, nor can the products have the smoothness which is obtained in all first-class ready mixed paints. It is true enough white lead and oil can be mixed to suit the surface for which it is intended, and your driers according to the weather conditions which, indeed, is a redeeming feature of this pigment, and again effects in color are more easily obtained in this way.

It is also true that at times the master painter is unable to complete a job promptly due to the fact that the local dealer has run out of the particular color wanted, and the job has to wait until more goods can be obtained from the manufacturer because the dealer does not carry a sufficient stock to meet the requirements of his trade.

As to the durability of white lead and linseed oil, time has proven that it has withstood the elements without cracking and scaling if properly mixed, and it will wear off smooth and uniform upon the decay or complete absorption of the oil into the wood which is a very slow process. On the other hand, lead does chalk within a very few years unless a good proportion of linseed oil is used. However, prepared paint very seldom chalks, but it sometimes scales, due to the fact that the manufacturers have used an over-amount of hard drying and brittle materials, such as silica, zinc, etc., which are more beneficial if not used to excess. In late years, I have noticed quite an improvement in this respect.

In summing up the two paints, I believe the advantages are all in favor of machine prepared paints when made by responsible people, and especially are far superior to white lead and linseed oil for inside work. After comparing the good and evil features of each, I believe that while they are almost equal, the greater improvements have been made in the machine prepared paints, and that in the next few years they will be used more liberally by the master painters than heretofore.

There may be those who cannot see where the advantages are sufficiently great to set aside the white lead and oil. On the other hand, I am confident there will be more converts to the mixed paint subject than the other way. Possibly, there will always be room for both kinds of paint, but after giving the subject careful consideration for years, I cannot refrain from publicly expressing my belief.

DON'T FORGET THE INTERIOR FINISHES

Without doubt the prepared paint line is the basis of retail paint selling, and a reliable brand is the first essential toward success. Many dealers, however, fail to appreciate the wonderful possibilities of the interior decorative goods, such as flat wall finishes, stains, varnishes, etc., and are apt to consider the paint business as consisting of nothing but house paint, barn paint, wagon paint and similar lines. One should remember that practically every surface inside the home is finished either with a stain, varnish, paint or enamel, and that more than three times the amount of material is required. Also, interior goods usually net a larger profit for the dealer.

It will hence be seen that one should be constantly on the alert for opportunities of supplying material for an entire house job, either on a new home or one that requires redecorating. A good plan is to keep an eye on the building permits if they are regularly printed in your local newspaper. It is also excellent policy to keep on friendly terms with your lumber dealer. He can put you "next" to many of his customers who will soon be in the market for finishing materials. You should then either call to solicit the business from these people or write them a courteous letter, and, by all means, do not neglect to send their names and addresses to your paint manufacturer so he can send literature, color samples, etc., to the prospects, mentioning you as being the local distributor.

Then, too, learn a little about decorative goods; what materials give the best results under varying conditions; appropriate color schemes, etc., and you will soon build up a reputation for being an expert in decorative affairs.

DON'TS FOR THE PAINT DEPARTMENT

The following is from a booklet issued by the manager of a large retail store:

Don't destroy, mislay, or fail to read these store "Don'ts." Preserve them, re-read them, think about them, act upon them. You'll never be out of employment if you do.

Don't forget that no sales means no profit, and that on the amount of your sales depends the amount of your salary.

Don't fail to know what goods are in your stock and where to find them quickly.

Don't permit a customer to leave the store dissatisfied or offended before sending for some one in higher authority.

Don't argue or contend with business associates in the presence of customers.

Don't fail to remember that customers frequently hand you a two-dollar bill, and when you hand them the change, declare they gave you a five. Call back the amount every time. It's easy when you get used to it.

Don't allow dirt or disorder to mar the appearance of your stock.

Don't try to substitute anything for tact, push, and principle.

Don't disregard instructions from those holding superior positions.

Don't be an eye-servant. Be a faithful co-worker in sight and out of sight.

Don't expect an increased salary from any source but faithful, valuable service.

Don't think you are not appreciated if you are worthy. When business justifies it, you will share in the benefit.

Don't say "I was not hired to do that." It might cost you your situation and reference to obtain another one.

Don't delude yourself by thinking you are deluding your employer if he does not constantly call your attention to your business faults.

Don't lose sight of the fact that your business record is as much to you as your salary—sometimes more.

Don't stand in a listless manner while customers are examining goods; be attentive and show an interest in your employer's business. That's what he's paying you for.

Don't take an address for goods to be sent, a C.O.D. or a charge order, without being positive that you take it correctly. Repeat it to the customer so there may be no error.

NEW PAINT WAREHOUSES IN THE EAST

The Canada Paint Company, Ltd., have mailed a very attractive announcement to their customers in the maritime provinces, stating that they have opened up a large warehouse in Halifax, where a full stock of that company's paints and varnishes will be carried.

The Sherwin-Williams Co. have also opened a new warehouse and office in Halifax, to take care of their business in Nova Scotia. A new little booklet, circulated among the Maritime hardwaremen, draws attention to this event.

DOLLARS FOR IDEAS

A contest for Martin-Senour dealers and their employees has been inaugurated by that company. The following are the rules of the contests and the prizes offered:

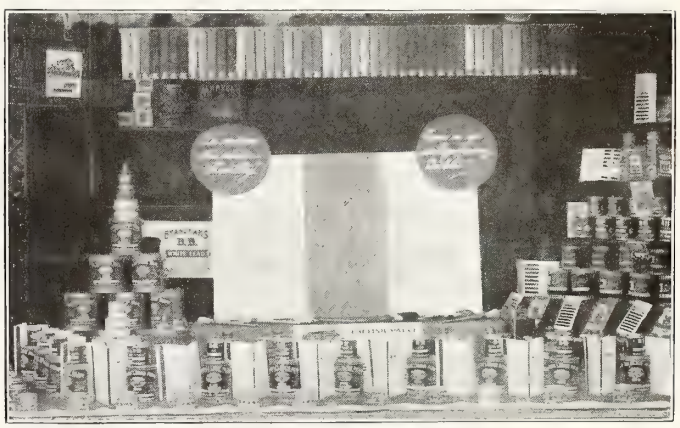
Prizes for Sales Talks—To be judged by force of argument. "How would you convince a customer that it is to his advantage to use Martin-Senour 100 p.c. pure paint instead of other prepared paints or hand-mixed lead and oil paint?" (Write just the words you would use when talking to a prospective customer.) Answers must be received prior to October 15. 1st prize, $10.00; 2nd prize, $5.00; and $2.00 each for the five next best.

Prizes for Country Fair Displays—To be judged by practical attractiveness. The conditions are: (1) That Martin-Senour products and advertising are the most important part of the display, and are attractively displayed. (2) That photograph of display—mailed flat—bearing the name of the firm—the name and date of the fair and contestant's name is received at the Montreal office of the Martin-Senour Co. not later than November 15. 1st prize, $10.00; 2nd prize, $5.00; and $2.00 each for the five next best.

Prizes for Window Displays—To be judged solely on practical attractiveness. The conditions are: (1) That Martin-Senour products and advertising are the most important part of the display, and are attractively displayed. (2) That photograph of display—mailed flat—and bearing the name of the firm and contestant's name is received at Montreal not later than November 15. 1st prize, $10.00; 2nd prize, $5.00; and $2.00 each for the five next best.

CANADA PAINT CO.'S NEW REPRESENTATIVE

The Canada Paint Co. have announced the appointment of Mr. Donald Cameron as their new representative in Northern Ontario. Mr. Cameron was formerly with the Cochrane Hardware, Limited, Sault Ste. Marie, with whom he had been a popular and valued representative for some years. He entered into the hardware business as office boy, with Moore & Browne, in his native town, and through his ability and willingness was soon promoted from behind the counter to the position of traveling salesman. In this capacity he was continued by his late employers when they took over the business of Moore & Browne some years ago. As the representative of Cochrane Hardware, Limited, in the territory from Markstay to White River, Mr. Cameron has received much valuable experience and a good knowledge of the hardware trade and business conditions in this part of Ontario. He has numerous friends in the trade, as well as personal friends through being an ardent aquatic sportsman, and a lover of hunting and sport. He also has to his credit some medals for his prowess as canoeist and oarsman.



Window display of paints, Dalhousie Mercantile Co., Ltd., Dalhousie, N.B

PAINT NEWS NOTES

Berry Bros. are building an addition to their Walkerville plant.

Dufford, Ltd., paint dealers, Ottawa, have been burned out.

The Canadian Oil Co. contemplate doubling their plant at Petrolia, Ont.

C. C. Snowden, Vancouver, suffered a loss through a fire in his paint and oil stock.

J. Fidler, manager of the Saskatoon Glass & Supply Co., Moose Jaw, has resigned and is moving to Toronto.

Donald Cameron, of Cochrane Hardware, Ltd., Sault Ste. Marie, has been appointed representative in Northern Ontario for the Canada Paint Co.

Canadian Hardware Manufacturers

Men who are helping to build up the manufacturing industries of Canada.

IT is strange, but true, that the man who did most to organize the Canadian Hardware Manufacturers' Exhibitors' Association is a Yankee by birth, though now a Canadian by choice.

Arno A. Bittues, managing director of the Gillette Safety Razor Company of Canada, Limited, is a "downeaster," born in Augusta, Me., about thirty-eight years ago, but educated and lived in the classical old city of Boston from the time he was two years of age. Like many Bostonians, he became one of those heart-breaking "wife-in-every-port" United States navy men, thus having the benefit of many years' experience in every branch of the service, as a seaman, petty officer, instructor, and lastly, as a commissioned officer in a body of men schooled to the necessity of personal initiative, persistency, accuracy, and sometimes bravery, if success is to be attained.

Lieut. Bittues had the unique privilege, although a young man, of serving on most every type of vessel that the United States Navy has had since the Civil War. As an instructor and officer in the reserve forces, he served on the old type of monitors, the "cheese box on a raft" type of the Civil War, which carried the old-fashioned muzzle loading 13 in. guns; the old wooden frigates, "Minnesota," "Vandalia" and "Vermont"; the dynamite cruisers which were sent to South America during the Revolution, and in the later years of his service, on the torpedo boats, submarines, cruisers and battleships of the modern days.



A. A. BITTUES, Montreal
Before he used the Gillette safety razor.

During the Spanish War, Lieut. Bittues served with distinction in Cuba, and was afterwards retired as a reserve officer from Massachusetts. He then connected himself with the Consolidated Gas Light Compnaies of Boston, working for instruction and training at the behest of Walter R. Addicks, the world-famed gas engineer, with pick and shovel as a common laborer. As his services for this corporation became more valuable, he superintended the construction work and maintenance of way in the city of Boston, Brookline, Roxbury, South Boston and Dorchester, and also handled the legal situation as regards liability claims in those districts in the law courts. Mr. Bittues has figured in many of the large court and government inquiries in Boston, and is frequently called from his present business to give expert testimony for his old corporation.

In 1905 Mr. Bittues became acquainted with one of God's own noblemen named King C. Gillette, a commercial traveler and an inventive genius, who was then perfecting and beginning the manufacture of a new style safety razor device which would enable travelers and others to shave with ease and perfect security at any time and everywhere. The Gillette Safety Razor so enthused the ex-navy man and engineer, that he finally accepted a position with the Gillette Company, soon mastering every piece of the almost human mechanism used in the making of the razor and the tempering and sharpening of the blades. At this time the company were turning out only a few razors a week, which were being distributed in a way calculated to stimulate public interest. His enthusiasm, always keen, led him from the mechanical end toward the selling department, and kept him going until to-day he has successfully climbed, in his associates' esteem, until he is now the managing director and head of the Canadian business. Company business is conducted by means of a managing committee, of which Mr. Bittues is chairman.

To-day the "Gillette" is sold throughout the entire world, and the Gillette Company have been sufficiently successful to warrant the installation of plants in Boston, Mass.; Montreal, Que.; Paris, France; Leicester, England; Berlin, Germany, and sales offices in China and Belgium and other foreign countries.

During Mr. Bittues' service with the parent corporation it became necessary to protect the patent rights of the "Gillette" in France by manufacturing in that country. Mr. Gillette, casting about for a representative, requested Mr. Bittues to take up the work of manufacturing in that country. This was where Mr. Bittues' resourcefulness and business sagacity counted. He immediately transferred his "much tattooed six feet of flesh and bone" to the city of Paris, carrying this "message to Garcia" from Mr. Gillette: "Get that plant running at once."

The machinery was shipped in due time, but as has happened many times before to American manufacturers, and will again happen, the delivery was delayed. The factory was ready, but the French customs officials, who had the tons of intricate machinery on the dock in Havre, persistently refused to deliver it unless it was opened on the dock and the duty assessed on the machinery piece by piece. Knowing that the day for manufacturing was uncomfortably close, and that the opening of the machinery cases would mean lost parts and dissembled machines, Mr. Bittues positively refused to have duty assessed in that way. After being told that it was an impossibility to change the laws, he still insisted and forced the issue by inducing Hon. Mr. Brunet, then the Minister of Finance, to allow the machinery to be shipped in bond to the waiting factory. It was truly an uncommon sight to see carloads of machinery being transferred across Paris to the "Gillette" factory, escorted by a detachment of gens d'armes and douaniers.

A later turn of the wheel brought Mr. Bittues to Montreal to establish a Canadian plant, and his accomplishments in the past eight years include the building up of a surprisingly large business, the making of many personal and business friends throughout Canada, and the erection of one of the finest seven-storey "all concrete" manufacturing buildings in the business center of Montreal.

Although an American by birth, he believes in all things Canadian, and feels that to-day it is "Canada for Canadians." He is perhaps better known than most any other manufacturing representative in Eastern Canada. He is a member of the Shrine, Knight Templars, Ancient and Accepted Scottish Rite, and the other Masonic orders of Montreal, holding senior offices in nearly all of them. As a club man, he is a member of the Engineers' Club and the French "Club Canadienne," and an officer of the American and Rotary Clubs. As a sportsman—fisherman or huntsman—he excels, though he finds difficulty in getting time enough in the North woods, and many are the game dinners which his friends remember at the famous "boost table" at Freeman's Hotel, that famous hostelry in Montreal.

When the call was issued for the first Hardware Exhibition in Hamilton in 1909, Mr. Bittues not only wrote for space, but sent one of his staff from Montreal to secure the best location obtainable, and when many exhibitors sent salesmen to represent them at the convention, Mr. Bittues came personally, and has been on the job at every exhibition since then, with the exception of the convention at Guelph, when a broken leg prevented his traveling that distance. He was sufficiently enthusiastic, however, to assist Mr. J. A. Beaudry, of the Montreal Retail Association, with a hardware exhibition in Montreal at that time, being carried to and from the Exhibition Hall in a sleigh. Although on crutches, his presence was felt in the exhibition, and no one could fail to shake hands with one so persistent.

During the London convention, when a "rough-house butter-in" started trouble, "Bitt," as he is familiarly known, remembered his old navy days as master-at-arms of a ship's crew of 600 men, and at once became the convention police force, and quelled a disturbance which might have brought discredit upon the convention.

At Peterboro Mr. Bittues supplied a souvenir badge consisting of a medallion with a usable shaving brush attached, that was the talk of the trade, and lent his best energies toward making that convention a success.

Later, when the manufacturers saw how successful the hardware exhibitions were becoming, and how impossible it was to continue them under the auspices of the already over-worked secretary of the retail association, Mr. Bittues was ready, with others, with a carefully-worked-out plan for the exhibitors to run the "show" themselves. The time for action came at the Guelph convention, and F. M. Tobin, of the Tobin Arms Company, of Woodstock, took the leadership, putting the plan into execution. Mr. Bittues, then in Montreal on account of his broken leg, was wired for permission to make him the first president of the Canadian Hardware Manufacturers' Exhibitors' Association. He consented, and the Hamilton convention is recent history.

The manner in which Mr. Bittues' "fine Italian hand" swung the gavel during his presidency, is known to all. He had the satisfaction of seeing one of the most magnificent displays of hardware —"Made in Canada" hardware—ever brought together in Canada or the States. Those who had the good fortune to visit or be invited to this convention, will always remember it. At the convention in Hamilton, in 1909, Mr. Bittues was practically an outsider, but in 1913 he was toastmaster at the banquet, and president of the association. Truly an indication that persistency and initiative always avail.

The Canadian Hardware Manufacturers' Exhibitors' Association now has for a president M. R. Griffiths, of Toronto, and Mr. Bittues, as the past-president, is now chairman of the Advisory Board, and working harder than ever to advance the interest of the Canadian manufacturer.

This committee has prepared for an exhibition of greater scope than ever before. Trade papers, daily papers, and magazines tell how there will be held at Howick Hall, Ottawa, from February 17th to 21st, 1914, an exhibition which will be startling even to the older members who have seen the best heretofore. In connection with the exhibition there will be the convention of the Ontario Retail Hardware Dealers' Association and the hardware section of the Quebec Retail Merchants' Association.

Mr. Bittues, as usual, has made himself solid with a new class for this convention, namely, the ladies, for there have been special arrangements made with the railways and hotels, and such rates obtained as will enable any hardware merchant to bring his heretofore "stay-at-home" wife and daughter, his clerk or right-hand man, to Canada's capital city, under the most favorable terms and auspices. Mr. Bittues says that if the exhibition is good enough for the merchants, it is good enough for their wives, and there is no doubt that, with the social gatherings which have been arranged, the ladies will feel that they have, since 1909, missed many interesting trips which their husbands have had. There seems to be sufficient reimbursement for them this year, however, if the program is carried out. Mr. Bittues promises that visitors will have many attractions to keep up their spirits during their stay. Visits to the Parliament Buildings, curling games, dances, lunches, etc., are listed galore.

The primary object of the exhibitors' association is, as was laid down by Mr. Bittues in his speech in Hamilton, to strengthen their business relationship with the retailer, who is a customer or possible buyer of their goods, and the argument is used that, if Canada is to develop into nationhood, its industries should be given first consideration by the merchants whose interests are centered in Canada. Therefore, it is not to be wondered at that the exhibitors invite retail hardware men from all parts of Canada to inspect the displays of Canadian-made hardware to be shown at Ottawa, and if found to be satisfactory, to specify these lines when placing orders.

ON TO OTTAWA

Active preparations are being made for the Ottawa Convention, Vice-President MacPherson and Secretary Wrigley of the Ontario Association, and J. A. Beaudry, Secretary of the Hardware section of the Retail Merchants' Association of Quebec, had a meeting in Montreal on September 23, at which they discussed plans for the Convention program.

A feature of this year's program will be the visit to Parliament, it being planned to reserve all the galleries of the House of Commons for hardware visitors one evening, and on the following day to have a deputation of a thousand or more hardwaremen wait upon Premier Borden and the Dominion Cabinet to lay before the Government the views of hardwaremen and other merchants on such matters of legislation as are injuriously affecting the retail hardware trade.

Many retail hardwaremen are forwarding to Secretary Wrigley suggestions regarding matters which they considered should be discussed at the Hardware Convention at Ottawa, and further suggestions are invited.

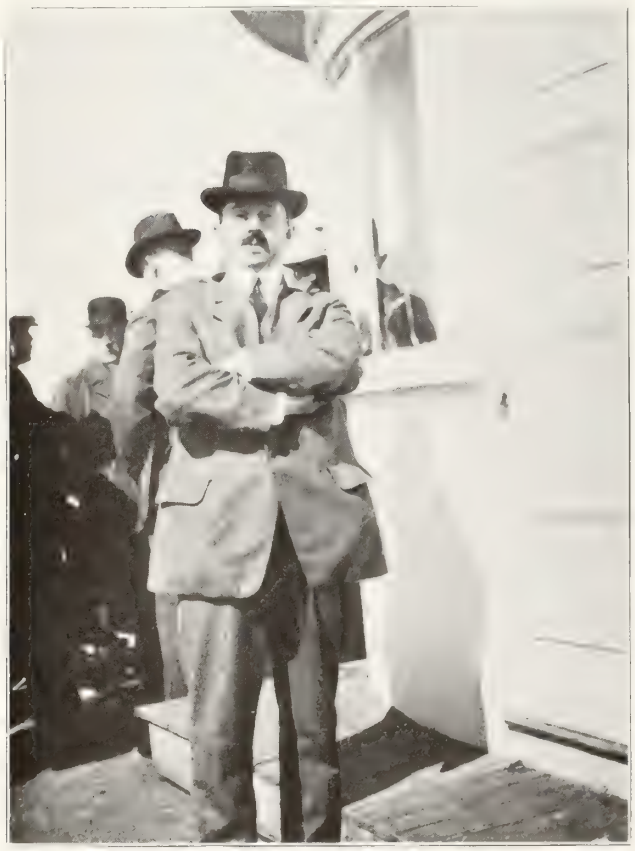
A joint meeting of the Executive of the Exhibitors and of the Retail Asociations will be held in Toronto shortly to consider the suggestions submitted and to

complete any further arrangements for the convention program.

Nearly 300 hardwaremen have already reserved hotel accommodation at Ottawa for convention week, and as reservations will be made in the order in which applications are received retailers are being urged to form parties and reserve accommodations at either the Chateau Laurier or New Russell House.

Secretary Tobin has had printed a railway mileage book to be used by all hardwaremen reserving accommodation. This mileage book contains coupons entitling the holder to a seat on the hardware trains, accommodation for five days in one of the leading Ottawa hotels, entrance to the exhibition hall and convention meetings, and for the theatre party and other functions which will be on the program.

Hardwaremen, whether manufacturers, travellers, retail merchants, clerks or ladies accompanying visitors, should make their visit to Ottawa enjoyable by reserving hotel accommodation beforehand. By remitting $5 to any of the three secretaries—F. M. Tobin, Woodstock; Weston Wrigley, Toronto; or J. A. Beaudry, Montreal—a definite reservation will be made and a mileage book sent to each person forwarding the necessary amount. The deposit will be returned to anyone who finds that he cannot attend the convention, providing notice is sent by January 20. The remittance arrangement merely means that each person's hotel bill is paid in advance and accommodation ensured on the special hardware trains and in either one of Ottawa's two best hotels. The railway ticket will be fixed later, single fare being available for the return trip to Ottawa from any point in Canada.



J. F. Tilton, the new President of the Maritime Wholesale Hardware Association. Mr. Tilton is general sales manager and a director of W. H. Thorne & Co., Limited, St. John. The engraving is from a snap shot taken of him while he stood on deck of the Victoria admiring the scenery during the trip up the St. John River with the Canadian Manufacturers' Association on Sept. 20.

MARITIME HARDWAREMEN MEET IN HALIFAX

The annual convention of the Maritime Wholesale Hardware Association was held in Halifax on September 17.

It was a notable convention in more respects than one. In the first place it was the first time the Association has met in the capital of Nova Scotia. In the second place it is the first time that the Association has been able to include within its membership all the wholesale hardware firms of the Maritime Provinces. In the third place the convention was concurrent with that of the Canadian Manufacturers' Association. In fact it was the convention of the latter association that led to the wholesale hardwaremen meeting this year in Halifax.

The meetings were held in the attractive board room of the Halifax Board of Trade. Heretofore they have usually been held in Digby.

Mr. M. O. Crowell, of Crowell Bros., Halifax, president of the Association, was in the chair. Mr. J. F. Tilton, vice-president, and Mr. H. H. Dalton, of A. M. Bell & Co., Halifax, secretary, were also in attendance.

The full attendance was as follows:

Halifax.—A. M. Bell and H. H. Dalton, of A. M. Bell & Co.; M. O. Crowell, of Crowell Bros.; W. G. Robertson, of Wm. Robertson & Son; Mr. Metzler, of W. Stairs & Morrow; G. E. Smith, of G. E. Smith & Co.

St. John, N.B.—W. S. Fisher and W. A. Emerson, of Emerson & Fisher; J. F. Tilton, of W. H. Thorne & Co.; John Keffe, of James Robertson Co., Limited; J. Pender, of James Pender & Co.; Stanley E. Elkin, of the Maritime Nail Co.; John McAvity, of T. McAvity & Sons, Limited; Robert Bartch, of S. Hayward Co., Limited; Fred Foster, of Robert Foster and Spence.

Moncton, N.B.—F. W. Sumner of Sumner Co. and R. Percy Dixon.

New Glasgow, N.S.—Hector Sutherland of Thompson & Sutherland.

Yarmouth.—W. A. Spinney of E. K. Spinney.

W. L. Edmonds, managing editor of the Hardware, Stove & Paint Journal, was introduced to the convention by Mr. W. S. Fisher, and spoke briefly in regard to the great industrial development which he noticed had taken place in the Maritime Provinces since he last visited them a few years ago.

The business of the convention, which was largely routine in character, was transacted amid peace and harmony.

The election of officers resulted as follows:

President—J. F. Tilton, St. John.

Vice-President—H. H. Dalton, Halifax.

New Brunswick Executive—W. G. Stratton and Robert M. Bartch, St. John, and R. Percy Dixon, Moncton.

Nova Scotia Executive—Cyril Stairs and A. W. Smith, Halifax; Hector Sutherland, New Glasgow.

The secretary, who will be a resident of St. John, will be appointed by President Tilton.

The members present from outside points were loud in their praise of the entertainment accorded them by the Halifax hardwaremen.

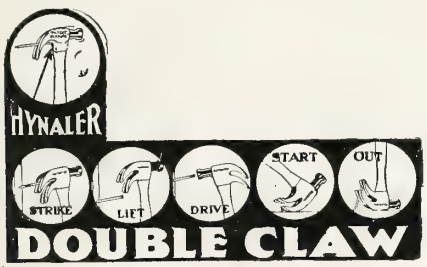
PARCELS POST AT NEW YEAR'S

That the new parcels post system would be inaugurated on the first of January, as previously stated by his department, has been confirmed by Hon. L. P. Pelletier, the Postmaster-General. The Dominion post-office has been working out the details of the scheme and it is now practically finished. The system will be placed in operation simultaneously in every province.

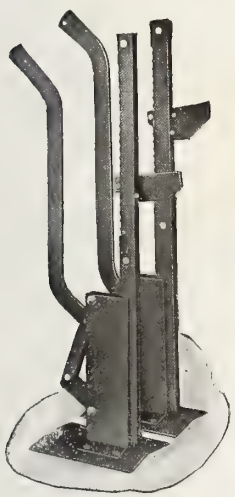
New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The Double Claw Hammer Co., Brooklyn, N. Y., have in their double-claw hammer, illustrated on this page, an improvement on the ordinary claw hammer. As its name implies, the new hammer has a double claw, though otherwise having the appearance of an ordinary hammer. In fact the hammer is made in two types—the "Hynaler," in appearance like the ordinary hammer, and the "Double Claw." The hammers are made for easy nailing as well as easy drawing. In



drawing out nails the fulcrum necessary in a single claw hammer is obviated by the use of the second claw (an inch above the lower one). In nailing both types hold the nail while it is being driven into place, after the first blow the hammer head is used for the driving. For putting a nail into high places the use of this hammer does away with the necessity of standing on boxes, etc., to hold the nail, as the hammer does all that.



The Richards-Wilcox Canadian Co., Ltd., London, Ont., have recently put on the market a new construction all-steel wagon jack, with a double ram and a strong, compound leverage, which shows that the jack is built for long service. The ram of this jack is double, and the lift is adjustable for a distance of ten inches. The lift grips both sides of the ram at once and hoists perpendicularly. The jack has a large base which gives it a good footing. It is strong and positive.

The National Equipment Co., Toronto, manufacturers of "Peerless' water service systems, have just placed in the market a new hand-power plant. The chief difference between this and that hertofore obtainable is in the pump. By a simple arrangement the air required for the tank from time to time is delivered with the water through a simple type of air-injecting valve instead of the old type of air compressor. The advantage claimed is that air may be delivered without moving the handle through the full length of the stroke, which heretofore was necessary, and the entire elimination of check valves and packing boxes, which formerly caused a great deal of trouble by allowing water to escape. All the valves on this pump are also removable by simply unscrewing one cap. The plant has a very solid and substantial appearance, and apparently will fully meet the requirements of the trade in that respect.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The Winnipeg Ceiling & Roofing Co., Winnipeg, are sending out to the trade copies of suggestive advertising and window showcards for use in hardware stores. The window cards are neat, simple, direct and attractive, without any superlative advertising. One card reads "Inside on our counter is a catalogue that will interest you, showing metal ceilings in a variety of attractive designs. Prices right. Step in and see for yourself." The other reads: "Metal ceilings in a variety of attractive designs. Sanitary, pleasing to the eye, permanent, easy to keep clean. Drop in with particulars of what you wish to cover. We will give you an attractive price and supply your needs promptly. See the catalogue on our counter."

The Simonds Mfg. Co., Fitchburg, Mass., have just published a splendid little booklet entitled "Window Displays," which will be found very useful by retail hardware merchants, giving as it does a great many illustrated suggestions on how to decorate and trim the store windows. The booklet comes as a result of the answers given to questions asked at many a hardware convention—"What form of local advertising pays best?" The publicity department of the Simonds Company have in this booklet given their answer in showing how attractive and how helpful to sales the show window can be made. The illustrations are photogravures of carefully designed windows taken in various parts of Canada and the United States showing Simonds saws. In their grouping the booklet should prove helpful both to the Simonds Company and to the hardwareman whe receives a copy.

The Martin-Senour Co., Montreal, are now publishing for the benefit of their agents among the trade a monthly publication entitled "Paint Salad." The September number is the "first dish," the editor of which is Frank H. Brown. The mission of "Paint Salad" is to be the right hand man in the paint department, and will aim at giving a service that will leave a pleasant taste in the cash box, swell receipts and increase the happiness of everyone in the store. The company, too, have prepared a series of 28 advertisements which have been appearing in Canadian Hardware, Stove and Paint Journal, and these are offered to the trade for little more than the cost of postage. There is, too, a big, new plan to sell more Martin-Senour paint and varnish this fall, all of which is described in the first number of "Paint Salad."

The Sherwin-Williams Co. are sending out to the trade an elaborate magazine booklet devoted to S-W-P. products, and advocating a policy of "Brighten Up This Fall." In it are a number of helpful hints for the dealer to stir up business. Window decorating suggestions, and ideas; advertising helps either for local newspaper work or for dodger and enclosure advertising. In connection with the former the editor of S-W-P is giving a prize of $25 for the best photograph of a window display showing S-W-P products received by him by Nov. 25. A second prize is also given of $15, and a third of $10 for the next best displays—and to help on the company have a number of window trims which they will send dealers to form a background, though, of course, the dealer must arrange his paints and varnishes to his own best taste.

In advertising, the company have a number of elect-

which they will send on request to S-W-P dealers; also some lantern slides, and some store paper and personal letters.

The Pratt & Lambert Dealer's Magazine—"Selling Power"—published at Bridgeburg, Ont., contains in its September number a great many helpful trade hints on organization, salesmanship, advertising, building up a sales staff, etc., but especially do they draw attention to the fact that now, this fall, is the time to let the Pratt & Lambert advertising campaign increase varnish sales and profits, and to show how this can be done they are running a series of advertisements in all the big monthlies of the continent, and in this connection have gotten out a "complete detailed dealers' proposition" as an adjunct to this nation-wide campaign. They invite dealers to write for this proposition.

Thomas Moulding Brick Co., Chicago, have issued a booklet on "Brick Fireplaces." While brick fireplaces may not be a subject of direct interest to hardwaremen, yet indirectly they may be. When, for example, they are selling furnishings for the grate it may stand them in good stead to have knowledge regarding fireplaces. For this reason "Fire Bricks" should have some interest for every hardwareman. It is one of the prettiest booklets that has been issued for some time. It is not a catalogue. It is a treatise on the subject of brick fire places and has thirteen large illustrations showing that number of styles in natural colors. It is certainly a credit to the Thomas Moulding Co., and hardwaremen should have a copy to show to customers who are likely to be interested.

JOINED PECK, STOW & WILCOX STAFF

The selling organization of The Peck, Stow & Wilcox Co., of Southington, Conn., New York; and Cleveland, Ohio, has secured the services of W. B. Browne, who has a long and intimate acquaintance with the hardware trade, having represented the Simmons Hardware Co. for eleven years, during which he was very successful with the best trade on the Pacific Coast. His experience as a successful salesman in the hardware line, however, reaches back over ten or eleven years of practical experience prior to his connection with the Simmons company. It goes without saying that he has many strong personal relations with the trade, and his friends wish him all success in his new association with this old-established concern, whose organization dates from 1819, and who claim to be the largest individual manufacturer of mechanics' hand tools, as well as the oldest and largest maker of tinsmiths' and sheet metal workers' tools and machines.

BURGLARS IN HARDWARE STORES

Burglars have been active of late throughout Canada in opening up after hours many hardware stores. Among others McDiarmid's hardware store at Salmon Arm, B.C., was entered and several rifles and some ammunition taken; the Hanna Hardware Co.'s (Hanna, Alta.) safe was blown open and $70 and two automatic revolvers taken.

WHOLESALE HARDWARE CONVENTIONS

The Canadian Wholesale Hardware Association will hold their annual convention at Toronto, on Thursday, October 16. The meeting will be followed by a dinner at the King Edward Hotel on the evening of that day.

The National Hardware Association of America and the American Hardware Manufacturers' Association will hold their annual meeting at Atlantic City on October 29, 30 and 31.

Mrs. Emmerson, wife of J. T. Emmerson, of Wells & Emmerson, hardwaremen, Pt. Arthur and Ft. Frances, died recently as a result of an automobile accident.

The Vokes Hardware Co., Toronto, have increased their capital from $40,000 to $200,000, and have just built a large warehouse on Queen Street East at that place.

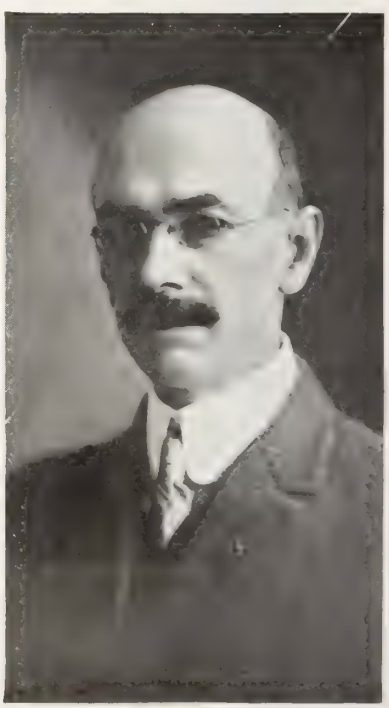
The contracts have been let for the erection of the Fife Hardware Co.'s new warehouse at Ft. William. It will be 60 x 115 feet, four storeys, and will cost $47,000.



W. B. Browne
Who has succeeded Mr. Wood as special sales representative of Peck, Stow & Wilcox Company.



C. Edward Wood
A former Canadian, recently appointed general sales manager of Peck, Stow & Wilcox Company.



G. N. Jacobi
Promoted to post of assistant treasurer of Peck, Stow & Wilcox Company.

BUSINESS BOOSTERS



The Biggest New Thing of the Year

¶ Specialization is the modern rule of business, and those Dealers, who not only specialize on their Paint Department, but also, enthusiastically push Home Finishes that are especially made for each particular use, make the most profit out of their paint business.

¶ There is a constant need in the home for Varnish Stains, Ornamental Paint, Decorative Enamel, Stove-Pipe, Screen, and Bath-Tub Enamel, Gold, Aluminum, and Radiator Enamel, Wall Finishes, Floor Wax and Furniture Polish. This tremendous opportunity for business can be yours if you go after it—in the right way.

¶ Concentration beats scatteration. By grouping the various Martin-Senour Household Specialties under the general title—"Spic and Span" Finishes, the result is MORE EFFECTIVE and BETTER ADVERTISING for our Dealer-agents. Every "Spic and Span" Finish is of a quality which will give entire satisfaction to your customers, and continuous profit to you.

¶ Back of "Spic and Span" Finishes is a powerful selling force (at **your** service), persistently working for every Martin-Senour Agent. Our plans for the future cover this Sales' Service Problem in a more thorough and complete manner than has ever before been attempted.

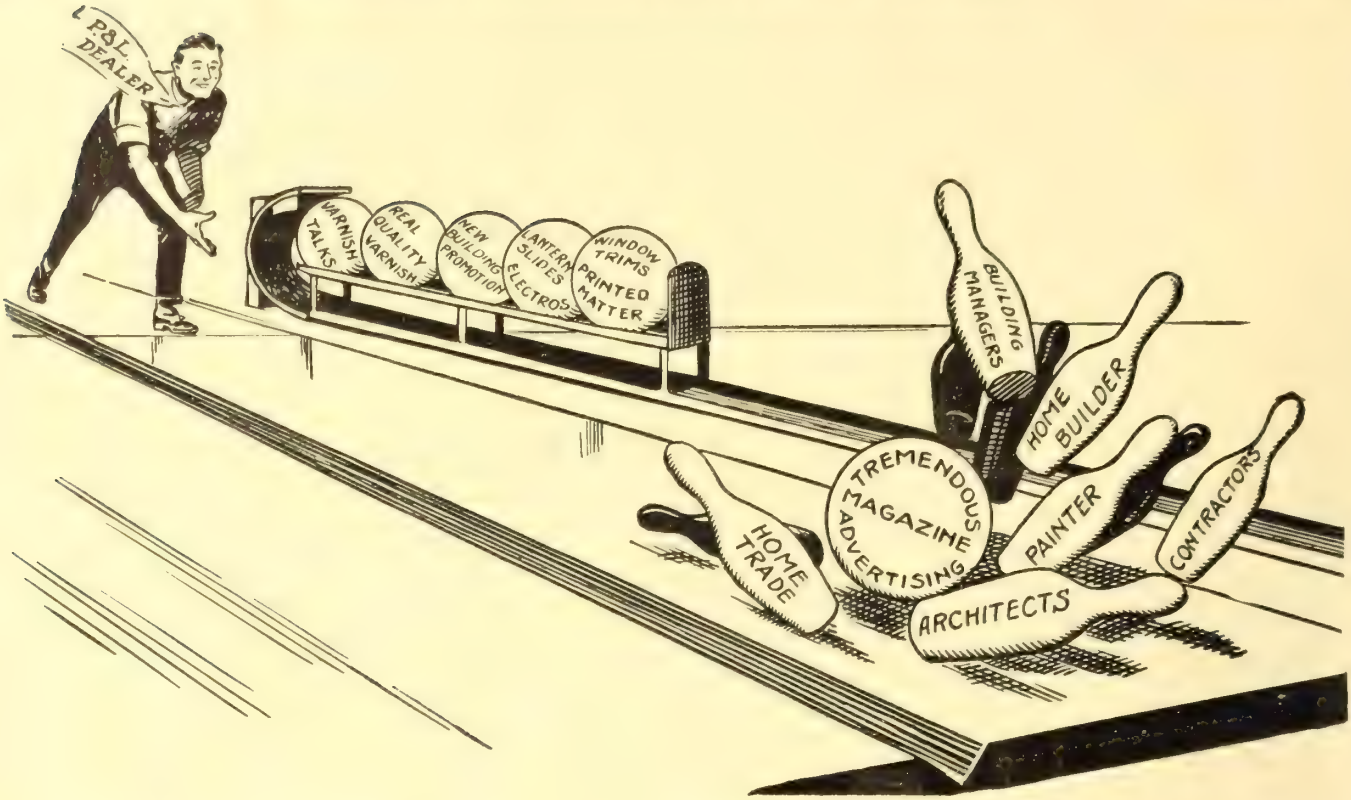
May "Spic and Span" boost business for you?

THE MARTIN-SENOUR CO.

LIMITED

PAINTS & VARNISHES

MONTREAL CHICAGO WINNIPEG LINCOLN
TORONTO HALIFAX



Make the Same Strikes as this Dealer

USE the same balls — make the same strikes — figure your sales and profits in the same big figures — your satisfied repeat customers in the same large numbers, as this successful Pratt & Lambert Dealer does.

Sell Pratt & Lambert Varnishes — varnishes of real quality, specified by eminent architects and made a household word by the most tremendous, consistent and effective magazine, varnish advertising campaign, linked to your store by forceful window display matter, framed panels — color cards, newspaper electros, lantern slides, etc. — everything to enable you to "cash in" on this far-reaching magazine advertising.

As a Pratt & Lambert Dealer, you have the Pratt & Lambert Advertising Department at your service, without charge. *Varnish Talks*, the Pratt & Lambert Painters' Magazine, reaches your painter customers, landing their business, for Pratt & Lambert Varnishes, for you. The Pratt & Lambert Promotion Department, puts the Pratt & Lambert Varnish Story before *everyone* who is building in your locality, by means of letters and booklets. These are only some of the details of the complete Pratt & Lambert Varnish Proposition, but they should be enough to convince you that it is the one varnish selling proposition with real selling punch behind it.

Write For Complete Pratt & Lambert Dealers' Proposition Now.

Pratt & Lambert-Inc., 30 Courtwright St., Bridgeburg, Ontario.

Pratt & Lambert Varnish Proposition

Quality Sales Profits Repeats...

Factories: Bridgeburg, Ontario New York Buffalo Chicago London Paris Hamburg

The Fall is the Time to Boost the Profits from your paint department by going after business in special lines.

There are so many people in every town and village who are ready to brighten their homes with paints and varnishes before winter comes along, that the progressive dealer can do a profitable business in the CP finishes described below by taking advantage of the co-operation we have to offer him.

No matter what line of paint you sell, here are some CP products that you can handle to profitable advantage this Fall. We do not want simply to sell you a stock of these finishes, but we have organized a co-operative plan to bring people to your store to buy these products. With our co-operation you can make your Fall paint business a b'g success. Do not wait till someone else in your town takes advantage of our proposition, but write to us at once. The sooner you start this Fall Campaign the better you will be pleased.

Here are the CP finishes we will help you make money on during the next two months. Nearly every home has use for one or more of them.

SANITONE An ideal finish for interior walls and ceilings. Sanitone is a durable oil-paint that dries with a flat, velvety finish which is becoming so popular in the artistic decoration of the modern home. Sanitone is a much more desirable wall covering than wall-paper, because it is absolutely sanitary and can be washed with soap and water without injury. It is very superior to water-paints; it does not rub off nor does it require renewing every year or so. Sanitone is made in twenty-four beautiful shades, most popular with expert decorators, and it can be applied on rough or smooth plaster, wall-board, canvas, metal walls and ceilings, and woodwork. It comes ready to use in quarts, half gallons, and gallons, and covers about 400 feet to the gallon, two coats, on average surfaces.

SUN VARNISH This is a good general purpose varnish for use both inside and outside. It will meet practically every varnish need of your customers. With Sun Varnish on your shelves you simplify your buying and do away with the necessity of carrying a large and complicated line of varnishes. At this time of year nearly every household has use for a good durable varnish for touching up doors, porch ceilings, wagons, buggies, boats, or some of the hundred things about the place. You have a splendid opportunity to double your varnish sales this Fall with Sun Varnish. It is sold in ½ pts., pints, quarts, half gallons and gallons.

SUN VARNISH STAIN A permanent pigment stain combined with a durable varnish. There are many cheap lines on the market with fancy names, but this product is made of high quality materials, and will give your customers greater satisfaction and value for their money. Sun Varnish Stain gives a splendid finish and long wear on furniture and woodwork, and it can also be used on floors and the dozens of things around the house that depend on a varnish finish for a good appearance. It is made in imitation of all the popular hardwood effects, and is sold in the same sized cans as Sun Varnish.

SUN WATERPROOF FLOOR FINISH A durable varnish made specially for floors. It will stand hard wear and is not harmed by water that often gets spilled on the floor. It is tough and elastic, does not turn white or show scratches or heel marks readily. Sun Waterproof Floor Finish can be used on all kinds of floors, except waxed finish. How many floors in your town need a coat of just such a varnish? Our plan will help you realize profits from this source.

The four finishes described above will make money for you this Fall if you accept our co-operation. Write us to-day for full particulars of our proposition; it will put you under no obligations whatever.

THE CANADA PAINT CO
LIMITED

PAINT-VARNISH & DRY COLOR MAKERS-LINSEED OIL CRUSHERS
FACTORIES & OFFICES-MONTREAL-TORONTO & WINNIPEG-OXIDE MINES-RED MILL-QUEBEC

SALESPEOPLE

THE DON'T CARE CLERK

By C. P. Kane

Regretting the lack of energy of some merchants and clerks and their positive failure to listen to the call of opportunity, a salesman who has traveled much and knows a "live wire" when he sees him, had this to say the other day in discussing the problem: "It has been my experience and good fortune to visit a number of first-class establishments in this territory during past years, of which it can be said, was a pleasure. It has also been my misfortune to have been called into some that should have been first-class establishments, but which were not. It is in these latter grade of stores where I have met the clerk, who plainly showed that he didn't give a rap whether he sold a bill of goods to a customer or not. And it has not been an uncommon sight to see this same fellow exhibit a decided tendency to belittle the goods which the clerk is especially hired to boost."

The above statement may sound extraordinary, and, one might believe, an exaggeration, but how many of you have walked into stores and met with a similar reception? It is no uncommon thing to meet the clerk, and yes, the merchant too, with the "I-don't-care" expression, doing anything but making the most of the stock in hand. One wonders at times how these stores exist. It is not our desire to appear in the light of a "knocker"; rather we would boost, and it is good to know that there are but few stores in this territory, in our trade, of this character.

As illustrating the statement of the drummer, I well remember an occasion not long ago, when I walked into a hardware store in search of a small brush. Although the assortment was not large, I noticed as soon as the clerk opened the first drawer that they bore a well-known trade mark, and were of good quality. There was not, however, a brush in stock just as I had asked for.

"Are these all you've got?" I asked. "I wanted to get a smaller brush, but perhaps—"

"That's all we carry," broke in the clerk. "We don't carry much of a stock of brushes. I guess you can get them down at Smith's, on the next corner."

Without a doubt I could have been persuaded to take one of the brushes carried by that firm if the clerk had taken the trouble to show me a few of them. Instead, he stood by in a half-hearted manner, and immediately turned away when I showed signs of going. Of course, I went elsewhere to make the purchase.

That's been my personal experience several times. The drummer was right, and there are to-day any number of so-called clerks still extant. Moreover, it is these same clerks and merchants who are convinced that there are no opportunities behind the counter, or in conducting a store, as the case may be.

There is a good reason why there are no opportunities for this class of men. A clerk like the one that helped me to decide not to purchase wouldn't know an opportunity if he saw one, and certainly would not have the initiative to seize it and make good on it.

You may say that it is impossible for every hardware store to carry a complete stock—that really perfect stocks never exist, even in the best and biggest stores. This is all true, but the clerk that waited on me could have shown me his line to the best advantage—told me something of the trademarked brand, and perhaps showed me where I could have used his brush.

In all probability I would have adopted his suggestion and while his employer would have been but a few cents richer by the sale, I would have had more respect for the efficiency and ability of the store to supply my wants, and it would have made me a permanent customer.

ARE YOU INOCULATED WITH "TRADITION?"

By J. R. Worden

The biggest obstacle to overcome for an office or a factory or a salesman—is tradition.

Tradition points out the line of least resistance—it passes on to the new man in the territory, the faults of the man who preceded him.

Tradition obstructs progress—it costs money.

No one is immune, but some are affected more than others.

An old adage says: "Custom oft doth reason overrule, and only serves as reason for the fool."

Are you inoculated with tradition?

If you want to break into the big league, get it out of your system—play ball—throw into the scrap-heap the "good enough" of yesterday.

Cast the shackles of custom to the four winds.

There's a new way—there's a better way.

Because grandfather read by candlelight is no reason why you should. Respect his memory but forget his methods.

Your heritage includes a few original ideas—dig 'em up.

Our business isn't so different that new and better ways can't be applied.

Just because that particular territory always has been worked one way is no proof that there isn't another and better way.

Look for the better way—be open to conviction—look at your work from another angle, get another perspective—you don't know what you'll see till you look—you don't know what you can do till you try.

If you're inoculated, find the antidote and take it—hand tradition a solar plexus blow that will put it to sleep for all time.

Then play the game according to the new rules, and watch your score.

THE RESOLUTIONS OF A CLERK.

That I will be at my appointed place on time every morning, and remain at my work until the end of the closing hour.

That whenever there is extra work which needs attention, I will do it cheerfully.

That I will be extremely careful about every detail of the daily routine.

That every minute of the day I will give to my employer the best that is in me.

That I will be polite and obliging to customers, no matter how uncivil or overbearing they may be.

That I will concentrate upon my duties in the order of their importance, disposing of each, whenever possible, before attending to the next one.

That I will always do the right thing because it is the only thing I should do—not merely with a view to ultimate reward.

That after I have deposited the correct amount in the cash register, I will remember to put the customer's receipt in the package.

BUSINESS CHANGES

Quebec

Point aux Trembles—L. Beaudry, hardware, sold to C. Gregoire.

Montreal.—Jos. Picard & Fils, hardware, 1615 St. James Street, has sold to Z. Bondreau.

Montreal—A. F. Lacroix, hardware, sold to A. Gilines, of Starke, Seybold, Ltd., traveling sales staff.

Ontario

Stratford—D. Kennedy, hardware and plumber, damage by fire.

St. Catharines—J. E. Jamieson, hardware and plumbing, commenced.

St. Catharines—J. M. Findlay, hardware and plumbing, commenced.

Windsor—D. L. Wigle & Son, hardware, changed to D. L. Wigle, Son & Co.

Lucan—McComb & McLean, hardware and plumbing, dissolved, O. L. McComb continuing.

Durham—Black's hardware store was burned recently, destroying $15,000 worth of property.

St. Thomas—Albert E. Campbell, hardware, opening branch store at Balaclava and Talbot Streets, in charge of his brother, Walter H. Campbell.

Toronto—The Woodward Hardware Co. have opened a fine store at 1378 Queen Street East, corner Greenwood. The store is large and fitted up in fine style. The firm will carry a good stock of general hardware with the incidental lines.

Manitoba

Brandon.—United Electrical Co., sold to E. G. Maddock.

Saskatchewan

Alida—T. G. Ellis, hardware, commencing.

Colgate—A. E. Saunders, hardware, commencing.

Netherhill—G. H. Ralph, hardware, sold business.

Hayenmore—Dolter & Sweeney, hardware, new business.

Hughton—W. R. Stewart & Co., opening hardware store.

North Battleford—Bowers' Bros., hardware, commencing.

Guernsey—Matilda Snider, hardware, succeeded by H. J. Robertson.

Gravelburg—Lamouretz & Co., hardware, succeeded by Cote & Bosch.

Grenfell—R. W. Lander and G. Slade, electrical supplies, opening store.

Goodwater—Speer & Stirton have sold their hardware business to Mr. Kingston.

Elrose—Irvine & Gobeen, hardware and furniture, dissolved, G. A. Irvine continuing.

Semans—Froelick & McNutt, hardware, have dissolved partnership, M. McNutt continuing.

Alberta

Lousana—Slack Bros., hardware, burned out.

Halkirk—Halkirk Hardware Co., selling to new firm.

Redcliffe—Martin & Acheson, hardware, opening new store.

Okotoks—W. J. Thompson, hardware, resuming business.

Compeer—Mason & Wulff, commencing hardware business.

Edmonton—J. G. Anderson, starting hardware and grocery business.

Edmonton—Robarts & Boon, wholesale hardware, commenced business.

British Columbia

Vancouver—McBride & Co., hardware, discontinuing Fraser Avenue branch.

Summerland—J. E. Phinnery, hardware and groceries, opened new business.

Kamloops—The B. C. Fruit and Land Supply Co., adding hardware department.

CANADIAN TRADE NEWS

Smith Hardware Co.'s store, at Belleville, was burglarized recently.

The Canadian Buffalo Forge Co. contemplate building a plant at Berlin.

W. E. Forbes has been appointed manager of the Dain Mfg. Co., Welland, Ont.

The Continental Oil Co., Ltd., are increasing their stock from $150,000 to $500,000.

The Morrison-Thompson Hardware Co., Kelowna, B. C., are building an auto garage.

The U. S. Steel Products Co. have applied for permission to do business in Manitoba.

N. D. Rougie, Sarnia, has bought an auto delivery truck for his hardware business.

Edward Tompkins has moved his hardware at Elmo, Ont., to new and larger premises.

New premises are being fitted up for C. A. McNutt's hardware business at Semans, Sask.

Major John James Gordon, of the Gordon Nail Works, St. John, N.B., died there lately.

The Canadian Tube and Wire Co., Montreal, are preparing plans for wire and rolling mill.

The Gutta Percha & Rubber Mfg. Co. intend opening a branch office and warehouse at Regina.

Brown & Mitchell's hardware store, at Brandon, was robbed of $300 worth of goods recently.

Kent, Garvin & Co., Ltd., dealers in builders' hardware at Hamilton, have been incorporated.

J. A. Trempe is covering northern Quebec for Lewis Bros., Montreal, in succession to G. Laberge.

Brown & Mitchell's hardware store at Brandon, Man., was recently robbed of $300 worth of goods.

The Manistee Iron Co., of Michigan, contemplate locating a Canadian branch at Hamilton, Ont.

About 200 more men are to be taken on at the Canadian Malleable Iron Co.'s plant at Owen Sound.

J. P. Seybold, manager of the Independent Cordage Co., Montreal, has returned from a trip to Europe.

Birnie Bros., hardware, Medicine Hat, have formed limited liability company, entitled Birnie Bros., Ltd.

E. J. White, for twenty years traveling salesman for H. S. Howland, Sons & Co., Toronto, died there lately.

McPherson Bros. have moved their hardware stock at North Battleford, Sask., to new and more modern premises.

The Stevens-Hepner Co., Ltd., have practically completed the addition to their new brush factory at Pt. Elgin, Ont.

The hardware, paint and oil stock of Bazette, Bett & Co.'s general store at Duncan's, B.C., was badly damaged by fire recently.

J. Dorscht and J. Kenopple, Waterloo, Ont., have formed the Ontario Broom and Whisk Co., to make brooms, whisks and brushes.

R. H. Merriman, 505 Spectator Bldg., Hamilton, and formerly of the B. Greening Wire Co., has been appointed by the MacLeod Mfg. Co., Chicago, Canadian agent for their safety singletree clips, to whom all future orders may be addressed directly.

Market Situation

Hardware Markets The opening of the fall season has brought about a livening up of orders for practically all hardware lines. Not that trading was at all dull during the summer months—it was quite the contrary—but with the close of the holiday season there is usually noticeable a brightening up and an activity presaging big business ahead.

Fall and winter goods, stoves and sporting lines, guns and ammunition, show up prominently in orders, and these call for almost immediate delivery. The orders seem free and regular every day. Jobbing houses report capacity business, with their staffs working to the limit. The good crops throughout the country have helped improve trade conditions. The effect in Ontario was marked, for the slight setback in building and some manufacturing lines has been offset and the factories are taking on their hands again. The same is true of building, which have resumed operations on a big scale again. Money is cheaper than three months ago, and a general feeling of betterment is in the air.

In the West business is also resuming normality, though the recovery there is not so rapid as in the East. Quotations in the west are decidedly firm, however.

Threshing goods and supplies, mitts and gloves, skates and hockey sticks, leather and rubber belting, factory supplies, axes, lumber, camp goods, house-furnishings, rope and twine, cutlery and some plated ware, lanterns, locks, and similar goods are among the items figuring largely in orders coming in just now.

Advances have been made on wooden clothes pins, 5-gross boxes now being quoted at 80 cents. New season's sleigh bell price lists show slightly higher figures than obtained last winter. Rope and cordage are down a half cent a pound, though cotton raw material is pretty firm. Nails have advanced in Toronto five cents a keg, bringing quotations up to an equal basis throughout the country. These are among the price changes of the past month.

* * * *

Stoves and Furnaces. Booming business is reported by manufacturers of stoves. Jobbers and dealers, too, say splendid trading has been done all through the month of September, and that at present indications point to big sales all through the fall. The impression that the coming winter will be a severe one has lent color in the popular mind to the idea of being prepared, and judging by the sales of heating goods generally—stoves, ranges and furnaces—there is something in these weather prognostications.

Nor are gas stoves and ranges being confined as in past years to summer selling. In the larger centres, and wherever gas is to be had at a reasonable rate, with the heating of the kitchen from the furnace, gas stoves and ranges are becoming quite popular. There are some people who, having past the experimental stage, are buying a higher grade of gas goods and being interested in quality lines. This opinion has brought about a demand for the combination gas and coal lines, the coal or wood fire making the house warm during the seasons before and after the furnace is put in running order.

Furnaces, too, are now in the same class as stove lines, so many people in country sections are installing warm air furnaces that this trade is not at all being confined to the cities and larger towns.

But all stove lines—wood or coal ranges and heaters—are exceedingly active at present. Manufacturers have big stocks to meet the trade, but demand is easily ahead of last year. Cookers and heaters are the big item just now.

* * * *

Metal Markets. Increasing orders for small lots indicate the present state of metals, nearly all of which have gone through their monthly fluctuations.

Copper started out with a firmer tone and slightly advanced. The firmness of this metal led to the expressed opinion (with what truth cannot be said) that all commodities into which copper entered would have to advance because of the high price of copper. The past few days, however, have shown the metal to be panicky, so the condition at the end of September is much the same as at the end of August.

The other metals also, especially those into which speculation enters, have shown advances and declines, notably tin. It advanced in the Canadian markets one cent, then two cents, then a decline, with now an easier tendency.

In iron prices have been more stable, with shortages reported in some sections. There is a tendency to higher prices—not a big advance, however—due to the enlarged consumption in manufacturing during the winter months.

The higher quotations on lead have slightly sent up the price of pipe and solder, but these advances do not indicate a tightening of the market, however.

Charcoal plates are slightly easier; so is spelter, which is strange, as these two lines usually remain stationary and firm.

* * * *

Paints and Oils. Brisk and heavy business is being done by manufacturers, and heavy orders are being placed. Ready mixed lines are moving in good volume. The weather has been ideal for outdoor painting and buyers are taking advantage of this to brighten up. Prices are firm and steady.

Linseed oil has declined since the new flaxseed has been harvested and offered on the market. It has yielded a big crop. Turpentine on the other hand, because of bigger demands, has gone up. Both these commodities, however, are about the figures usually quoted at this time of year.

OUTLOOK IN THE WEST

Walter Reid, one of the J. H. Ashdown Company's travellers in Winnipeg, is on a visit to the home of his parents in Toronto. He says that while business in the West is much less active than it was a year ago a much better condition of affairs is expected to obtain during the next year. Mr. Reid, who left Toronto a year or two ago, is much impressed with the "go-ahead" business methods of the Western hardwaremen.

REMOVING TO TORONTO

Owing to their inability to procure proper help and on account of not being near enough to the market where they can procure and ship their goods, the Burlington Windsor Blanket Co., Ltd., are removing from Windsor, Ont., to Toronto, locating at 793 King Street West, where they intend making on a larger scale and adding several new lines.

PEXTO

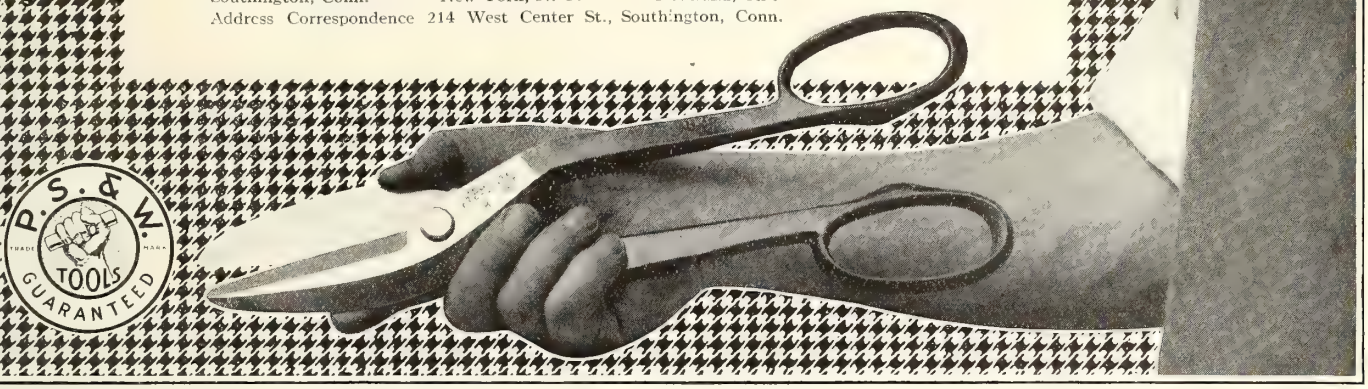
Snips that Outlive the User

PEXTO Guaranteed Snips for tinners and sheet-metal workers, are headed by the famous old "1819 Original P. S. & W. Co.," the highest-grade snips in the world. They include the largest line manufactured today—of every size, style and price.

Get in line with the largest line of mechanics' hand tools offered by any maker—established in 1819.

The Peck, Stow & Wilcox Company

Southington, Conn. New York, N. Y. Cleveland, Ohio
Address Correspondence 214 West Center St., Southington, Conn.





A River cannot rise Higher than its Source—

Nor can a paint be better than the raw materials of which it is made.

B-H "ENGLISH" PAINT

Is positively guaranteed to be made with white base containing 70% Brandram's B. B. Genuine White Lead and 30 Pure White Zinc, ground in pure Linseed Oil. This is the fact; and everyone who understands paints, knows that this Combination cannot be equalled in durability, brilliancy and covering qualities.

So far as the dealer is concerned, it sums itself up to this:—B-H "ENGLISH" PAINT being admittedly the most durable paint on the market, is naturally the most economical in the end. It is therefore the best selling and most profitable paint for the dealer to handle. You may sell a CHEAP paint to a man ONCE. It takes a GOOD paint to make a steady customer of him.

BRANDRAM-HENDERSON LIMITED

Montreal Halifax St. John Toronto Winnipeg



A 'Cross-Counter Talk

Customer: "What's in a name, one paint's as good as another."

Dealer: "You make a big mistake there. A good paint is known by its label. It's the mark that distinguishes the brand from a host of unreliable paints. It's the visible guarantee of quality.

"SHERWIN-WILLIAMS PAINT, PREPARED, is known by its label. Forty years of good paint making have made it the sign that stands for paint quality, satisfaction and economy. The name is your protection and mine."

The S-W name and the S-W reputation is the most valuable asset a paint dealer can have. Shall we tell you more about it? Write for our book "How to make Money in the Paint and Varnish Business." It is sent without cost or obligation.

COVER THE EARTH

THE SHERWIN-WILLIAMS CO.

of Canada, Limited

PAINT, VARNISH & COLOR MAKERS
LINSEED OIL CRUSHERS

COVER THE EARTH

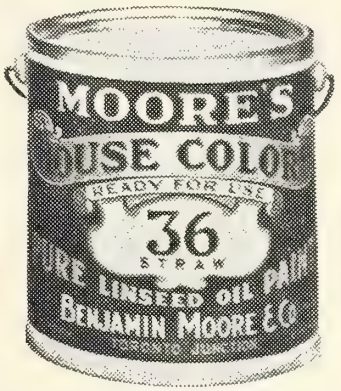
FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG
OFFICES & WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, CALGARY, VANCOUVER, HALIFAX, N.S., LONDON, ENG.

MOORE'S HOUSE COLORS

Represent the highest attainment in the manufacture of modern paints

To the User

Their use means greater economy of labor and material, better protective value and in fact a higher degree of all round satisfaction than can be obtained with any other paints.



To the Dealer

The sale of Moore's House Colors means a live growing, profitable trade such as can only be acquired by handling the best line of paints on the market.

Our practical advertising features help you get the business. The quality of our paints helps you retain it

A further extension to our plant (50 x 40 ft.) will enable us to give you even better service than before

Benjamin Moore & Co., Limited

West Toronto

New York
Chicago
Cleveland

The F. R. Murray Co., Limited, Vancouver, Distributors for British Columbia.

WINDOW GLASS

Now is the time you should look over your stock of Window Glass, and send us your specification of sizes wanted, as we have a most complete stock on hand, having put in an extra stock to meet the demand, which consists of the following:

16 oz. Star Glass.
21 oz. Double Diamond Glass.
26 oz. and 32 oz. Glass.
Obscured, Single and Double Glass.
Enamel, Single and Double Glass.
Ruby Plain, Single and Double Glass.
Blue, Single and Double Glass.
Purple, Single and Double Glass.
Green, Single and Double Glass.
Yellow, Single and Double Glass.
Opal, Single and Double Glass.
Chipped, Single and Double Glass.
Fluted, Single and Double Glass.
Cathedral, White and Tints.
Muffled, White and Tints.
Mottled, Large, Muranese and Artistic, White and Tints.
1-8, 3-16, 1-4, Rolled Plate.
1-4, 1-2, 3-4, 1, Rough Plate.
Prismatic.
Wired Plate, Etc., Etc.

PAINTS OILS **VARNISHES GLASS**

A. Ramsay & Son Co., Montreal

ESTABLISHED 1842

PREVAILING MARKET PRICES.

Toronto, OCTOBER 1st, 1913

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 25

Antimony, per lb. 0 11

Brass rods, ½ to 1 inch.. 0 23
Sheets, up to 20 gauge. 0 27
Tubing, 1 inch, base.. 0 26

Copper ingots, casting ... 0 18¼
Sheets, plain, 14 oz. base 0 29
Sheets, tinned, 14 oz. base 0 30
Sheets, planished, 14 oz. base 0 37
Sheets, braziers ... 0 29
Bars, round ½ to 2 in 0 27

Black Sheets, 28 gauge base,
Toronto 3 00
Montreal 2 80

Canada Plates
Ordinary, 52 sheets, Toronto 3 10
All bright, 52 sheets 4 15

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 35
60	4 70	4 60
20x28x80	8 90	8 70
20x28x80	9 40	9 20

Galvanized Sheets (Corrugated)—
22 gauge, per square.. 6 75
24 gauge, per square 5 70
26 gauge, per square.
28 gauge, per square.. 4 00

Galvanized Sheets.

	Fleur de Lis	Queen's Head
16-20 gauge ..	3 45	3 70
22-24 gauge ..	3 40	3 75
26 gauge ...	3 80	4 15
28 gauge ...	4 15	4 35

Case lots 25 cents less.

Apollo brand	Toronto
24 gauge, American ...	3 45
26 gauge American ...	3 50
28 gauge (26 English)	3 95
10¾ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—
Black base, 1 inch ... 4 54
Galvanized, base, 1 inch 6 19

Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 70; standard bushings, 70, headers 60 and 10; flanged, unions, 70; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.

Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.

	Toronto
Bar Iron, per 100 lbs. ...	2 00
Forged iron	2 20
Refined horseshoe iron..	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65
Pig Iron, car lots, f.o.b.	Toronto
Canadian fdy., No. 1	21 00
Middlesboro, No. 3...	24 25
Radnor (charcoal) ...	32 50
Lead, Canadian pig	5 00
Imported pig, 100 lb...	5 50
Bar pig	7 00
Sheets, base, 2½ lbs. sq. ft.	8 00
Pipe and waste	9 00
Traps and bends ...	30 p.c
Solder, half and half, lb...	0 30
Spelter, foreign, per 100 lb.	7 25
Sheet Zinc	8 25
Tin, ingots, 100 lb.	53 00

Tin Plates, charcoal—
M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	7 00
I X, 14x20 base ...	8 25
I X X, 14x20 base	9 75

"Dominion Crown Best" Retinned.

I C, 14x20 base ...	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" Standard Quality.

I C, 14x20 base ...	4 60
I X, 14x20 base ...	5 50
I X X, 14x20 base ...	6 40

Bright Cokes, Bessemer Steel.

I C, 14x20 base	4 35

Terne Plates

I C, 20x28, 112 sheets	7 50
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates.

I X X, 14x60, 50 sheet boxes	7 00

Tinned Iron.

72x30 up to 24 gauge, case lots	7 75
72x30 up to 26 gauge, case lots	8 50

Scrap Metal, Dealers' Buying Prices—

Heavy Copper and Wire, lb.	0 13
Light copper bottoms..	0 11
Heavy red brass	0 11
Heavy yellow brass ..	
Light brass	0 06½
Tea lead	0 02½
Heavy lead	0 03½
Scrap zinc	0 04½
No. 1 wrought iron...	8 00
Machinery cast scrap No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS

Barn Paint, barrel lots—

Gallon tins	1 00	1 10

Chemicals, in casks, per lb.—

Arsenate of lead	0 10¼
Sulphate of copper (blue stone)	0 06
Litharge, ground	0 09
Litharge, flaked	0 10
Green copperas (green vitriol)	0 01
Sugar of Lead	0 09

Colors in Oil—

Venetian red, 1-lb. tins, pure	0 12
Chrome, yellow, pure ..	0 20
Golden ochre, pure ...	0 13
French ochre, pure	0 12
Chrome green, pure ...	0 10
French permanent green, pure	0 15
Marine black, 25 lb. irons	0 09
Signwriters' black, pure	0 17

Glue, in sheets ... 0 10 0 15
1 lb. pkges (Brantford) 0 25

Petroleum—

Can. prime white, gal..	0 12
U.S. water white	0 13½
U.S. Pratt's astral ...	0 15½
Castor oil, per lb., in bbls.	0 08 0 09
Motor Gasoline, single bbls.	0 17½
Benzine, per gal., single bbls.	0 15½

Putty— 1st

Bulk 100 lb. drums ..	3 50
Bladders in barrels	3 75

Ready Mixed Paints—
Per gal., qt. tins 1 65 2 00

Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt. .....
Genuine, 100 lb. kegs per cwt. .....

Shingle Stains—
In 5-gallon buckets... 0 95

Turpentine and Linseed Oil

Pure Turpentine, single barrels	0 62
Linseed Oil, single barrel, raw	0 55
Linseed Oil, single barrel, boiled	0 58
Rosin, "G" grade, bbl. lots 100 lbs.	3 60

Varnishes, per gal. cans—

Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing...	3 00
Elastic oak	1 50
Furniture, polishing ..	2 00
Furniture, extra	1 20
Furniture, extra No. 1..	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan ...	1 60
Baking black japan ...	1 35
Crystal Damar	2 50
Pure asphaltum ...	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½ pints per gross	8 00
Pure white shellac varnish, in barrels	1 75
Pure orange shellac varnish, in barrels	1 70

White Lead ground in oil—... ..
Canadian pure, less than tons 8 40
Canadian pure, ten lots 8 25

White Zinc—
Extra Red Seal, V.M. (dry) 0 07½
Pure, in 25-lb. irons (in oil) 0 10

Window Glass

United Inches	Star	D D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50

Toronto, 15 p.c.

Miscellaneous

Beeswax, per lb	0 45
Orange mineral, 100 lb. kegs	0 09½
Pine tar, ½ lb. tins, doz.	0 60
Plaster of Paris, bbl...	3 00
Paris white, bbls.	0 90
Whiting, gilders, bolted	1 00
Whiting, plain	0 70

HEAVY HARDWARE

Anvils, Taylor-Forbes 0 05¾

Chain—Proof coil, per 100 lb.: ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.

Stall fixtures, 35; trace chain, 15; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.

Forges—
Blacksmith's portable, 135 lbs. 9 85

Horse Nails—
$2.80 per box base No. 9 and larger; Sampson No. 10 base, $2.25.

Horseshoes — Iron, light and medium No. 1 and smaller, $3.90; No. 2 and larger, $3.75; snow pattern, No. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." feather weight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg.; toe-weight, all sizes, $6.00.
Toecalks, Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.

Wire Nails, base 2 25
Cut nails—Montreal, $2.60; Toronto, $2.85.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅜ diameter, per 100 lbs., $2.85.

Annealed Wire, base $2.50.

Hay Baling Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.

Clothes Line Wire—No. 19, $2.10 per 100 ft.

Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.

Fine Steel Wire—45 per cent.

Galvanized Wire From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.

Poultry Netting—2-in. mesh, 19 [illegible] 50 and 10 p.c.

Smooth Steel Wire—Base, $2.35.

Wire Fencing, car lots—Toronto
Galvanized, barb 2 25
Galvanized, plain twist 2 60

Fence Staples—Bright, $2.60; galvanized, $2.85.

Wire Rope Galvanized, 1st grade, 6 strands, 7 wires, [illegible] inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.

Wrought Staples
Galvanized 2 85
Plain 2 60

Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE

Adzes—Carpenters', per doz. ... 12 50 14 00

Axes—Single bit, per doz. 6 00 9 00
Samson 9 00
Double bit, per doz. 10 00 12 00
Bench axes .. 6 75 10 00
Broad axes .. 22 75 25 00
Hunters' axes. 5 00 6 00
'Boys' axes .. 5 75 6 50
Lathing hatchets ... 4 70 10 00
Shingle hatchets 1 45 6 75
Claw hatchets. 1 70 5 00
Barrel hatchets 5 50 6 85

Ammunition — "Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ per cent.: B.B. caps, 50, 10 and 2½ per cent.: Centre Fire Pistol Cartridges, 25 and 2½ per cent.; Centre Fire Sporting and Military Cartridges, 10 and 10 per cent.; Primers, 10 and 2½ per cent.; Brass Shot Shells, 45 and 12½ per cent.; Shot Cartridges, discount same as ball cartridges.
Crown Black Powder, "Sovereign" Bulk Smokeless Powder, "Regal" Dense, Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 per cent.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs.; net extras as follows; chilled 40c.; 55 and 10 p.c.
buck and seal 80c.; No. 28 ball $1.20 per 100 lbs.; bags less than 25 lbs. ½c. per lb. f.o.b. Montreal, Halifax and St. John, f.o.b. Toronto, Hamilton and London, add 25c. per 100 lbs.

Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list. Tobin High Speed, 50 and 5; Tobin Never-Choke, 60 and 5.

Barn Door Hangers—
Double strap hangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25

Bolts and Nuts
Carriage Bolts, common new $1 list.
Carriage Bolts, ⅜ and smaller, 60 and 15 per cent.
Carriage Bolts, 7-16 and up, 55 per cent.
Carriage Bolts, Norway Iron ($3 list) 60 per cent.
Machine Bolts, ⅜ and less, 65 and 5 per cent.
Machine Bolts, 7-16 and up, 57½ per cent.
Plough Bolts, 55 and 5 per cent.
Blank Bolts, 57½ per cent.
Bolt Ends, 57½ per cent.
Sleigh Shoe Bolts, ⅜ and less, 55 and 10 per cent.
Sleigh Shoe Bolts, 7-16 and larger, 50 and 5 per cent.
Coach Screws, new list, 70-10 per cent.
Nuts, square, all sizes, 4¼ c. per lb. off.
Nuts, hexagon, all sizes, 4¼ per lb. off.
Stove rods, per lb., 5½c. to 6c.
Stove bolts, 30.

MINERVA PAINTS

COVER BETTER

WEAR LONGER

THE BRAND OF QUALITY

Backed by the most forceful and original selling-helps ever devised, that increase dealers' profits.

Don't overlook the "Minerva" Proposition. Write for details.
All "Minerva" Specialties put up in Full Imperial Measure Cans.

Established 1834

PINCHIN, JOHNSON & CO. (CANADA), LIMITED.

TORONTO

ENDS ALL FLOOR TROUBLES



TRADE ELASTICA MARK

FLOOR FINISH

The one perfect Floor Varnish.

BRINGS BIGGER BUSINESS, BETTER PROFITS.

Bells Door bells, push and turn 45 and 10 per cent.
Cow bells, 65 per cent.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells. No. 1, $1.65.

Building Paper, Etc.

Tarred slater's paper, per roll	0 70
O. K. paper, No. 1, per roll	0 95
Plain Fibre, No. 1, per 400 ft. roll	0 50
Tarred Fibre, No. 1, per 400 ft. roll	0 62
Tarred Fibre Cyclone, 25 lb., per roll	0 55
Dry Cyclone, 15 lbs.	0 45
Plain Surprise, per roll	0 40
Resin sized Fibre, per roll	0 42
Asbestos building paper, per 100 lbs.	4 00
Heavy straw, plain & tarred, per ton	37 00
Carpet Felt, per 100 lbs.	2 60
Tarred wool roofing felt, per 100 lb.	2 00
Pitch, Boston or Sydney, per 100 lbs.	0 70
Pitch, Scotch, per 100 lbs.	0 65
Heavy Fibre, 32 & 60, per 100 lbs.	3 00
2 ply Ready Roofing, per square	0 75
3 ply Ready Roofing, per square	0 95
2 ply complete, per roll	1 15
3 ply complete, per roll	1 35
Liquid Roofing Cement, bbls., per gal.	0 15
Liquid Roofing Cement, tins	0 20
Crude Coal Tar, per barrel	3 50
Refined Coal Tar, tins, per doz.	1 25
Refined Coal Tar, per barrel	4 50
Shingle varnish, per barrel	4 50
Cans, per lb.	0 06
Nails, per lb.	0 05
Mop, cotton, per lb.	0 15

Butts Plated, bower barff & nickel, 45 per cent.
Wrought brass, 45 per cent. off revised list.
Cast iron loose pin, 60 per cent
Wrought steel, fast joint and loose pin, 65, 10 and 5 per cent.

Cement.—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in. doz. 2 20
Bevel edge, 1 inch, doz. 2 50

Condonctor Pipe

2 inch, in 10 ft. lengths	3 30
3 " "	4 00
4 " "	5 28
5 " "	7 26
6 " "	8.80

Door Knobs Canadian, 45 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 50 per cent
Door pulls, 60 per cent.

Door Hangers (Parlor)—

Single sets, each	1 80
Double sets, each	3 25
Unbreakable rail, 100 feet	5 00

Draw Knives

Carpenters' 6 inch, doz.	5 25
Holding handles, 8 in., doz.	1 80
Folding handles, 8 inch, doz.	1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough

8 in. in 100 ft. lengths	2 90
10 " "	3 15
12 " "	3 68
15 " "	5 25

Factory Milk Cans
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American Kearney & Foot, Globe, all 75; Black Diamond and Nicholson 66 2-3; Jewett's (English list) 27½, Delta 66 2-3.

Hammers—Tack, iron, doz. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., dcz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers' hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz. 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 p.c.—
Samson, best quality, 47½ p.c.
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 45 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger. $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring) — Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz., $7.00.
Lift Tubular and Single Plain, per doz., $5.25.
Japanning, 50c. per dozen extra.
Prism Globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70

Locks and Keys—Canadian 50 and 19 per cent.

Mallets — Tinsmiths', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak 15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½c. per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—

Sisal rope	0 12
Pure Manilla rope	0 17
"British" Manilla	0 13
Cotton, 3-16 inch and larger	0 24
Russia Deep Sea	0 16
Jute	0 09½
Lath Yarn, single	
Lath Yarn, double	0 11¾
Sisal bed cord, 48 feet, per doz.	0 65
Sisal bed cord, 60 feet, per doz.	0 80
Sisal bed cord, 72 feet, per doz.	0 95
Cotton clothes line, 60 feet	1 10
Bag, Russian twine, per lb.	0 27
Wrapping, cotton, 3-ply twine	0 26
Wrapping, cotton 4-ply twine	0 30
Mattress twine, per lb.	0 45
Staging twine, per lb.	0 35

Rivets and Burrs Iron Rivets black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 90
Mrs. Potts, No. 50, nickel-plated, per set 1 00
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—
Sectional, ½ lb. each, per 100 lbs. 2 50
Solid, 3 to 30 lbs. 1 70

Sash Cord—No. 8, per lb. 0 28½

Screws—Wood, F. H., bright and steel 85 10 and 7½
Wood, R. H., bright 80 10 and 7½
Wood, F. H., brass 75 10 and 7½
Wood, R. H., brass 70 10 and 7½
Wood, F. H., bronze 70 10 and 7½
Wood, R. H., bronze 65 10 and 7½
Drive screws 85 10 and 7½
Set, case hardened 60
Square cap 50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 p.c.
No. 3 and 4 grade, 45 per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 7 50
Eureka tinned steel hooks, per 1,000 8 00

Staples —
Poultry netting, 100 lbs. 5 70
Bed, 100 lbs., No. 14 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes—
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
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Thimbles, 70 p.c.

Carpet tacks—Blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 16; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½ trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent. Plain and retinned 75 and 12½.

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Hawley & Norton, 40, 10 and 5 per cent.
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Flat rim enameled sinks 16x24 $2.65; 18x30, $3.10; 18x36, $4.15.

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
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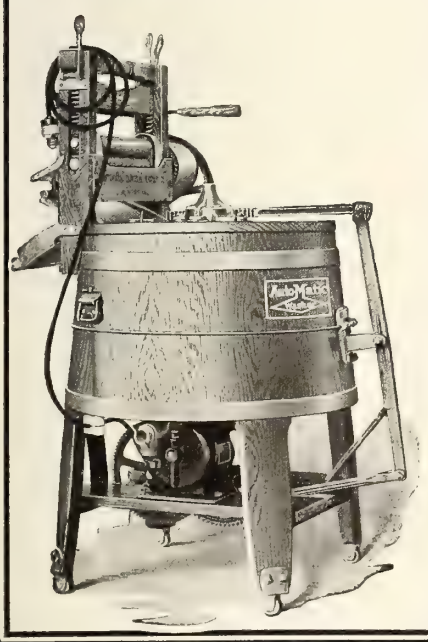
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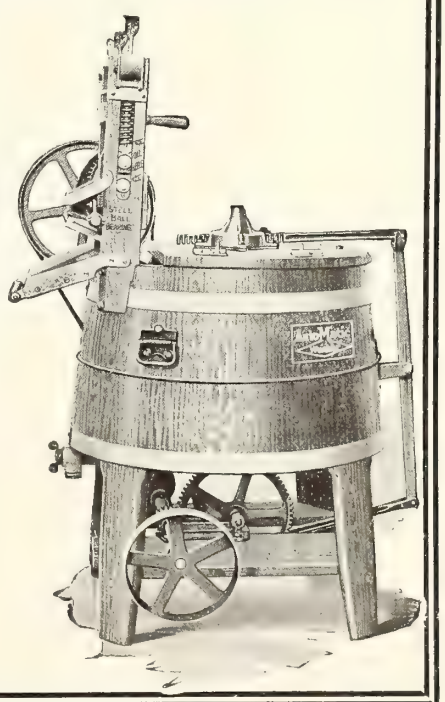
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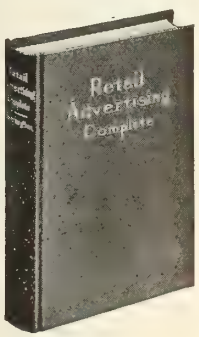
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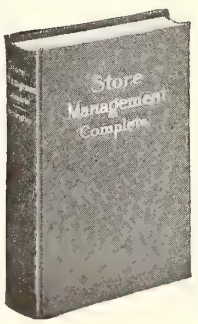
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B. & S. H. Thompson, Montreal.

SHINGLE AND WOOD STAINS
G. F. Stephens & Co., Winnipeg, Manitoba.

SKYLIGHTS
McFarlane-Douglas Co., Ottawa, Ont.

SLEDS
Canadian Buffalo Sled Co., Preston, Ont.

SOLDERING IRONS.
Brown Boggs Co., Hamilton

SPORTING GOODS.
Dominion Cartridge Co., Montreal.
H. S. Howland Sons & Co., Toronto.
Marble Arms Mfg. Co., Gladstone Mich.
Owen Sound Steel Press Co., Owen Sound.
Rice Lewis & Son, Toronto.
Tobin Arms Mfg. Co., Woodstock.

SPECIAL STEEL STAMPINGS.
National Hardware Co., Orillia.

SPRAYERS.
Sherwin Williams Co., Montreal, Que.
Collins Mfg. Co., Toronto.

SPRINGS AND AXLES.
Guelph Spring & Axle Co., Guelph.

STAPLES.
Cowan & Britton, Ltd., Gananoque
Laidlaw Bale Tie Co., Hamilton.

STEERING SLEDS
Richards, Wilcox, Canadian Co., London.

STORE FRONTS, METAL
Canadian Store Front Co., Hamilton.
Consolidated Plate Glass Co., Toronto.

STORE LADDERS
Richards, Wilcox, Canadian Co., London.

SHELF BOXES AND CABINETS
Cameron & Campbell, Toronto.
Walker Bin & Store Fixture Co., Berlin.

STOVES AND RANGES.
Butterworth Foundry Co., Ottawa.
Burrow, Stewart & Milne, Hamilton.
Canadian Heating & Ventilating Co., Owen Sound.
Collins Mfg. Co., Toronto.
Copp Stove Co., Fort William.
Thos. Davidson Mfg. Co., Montreal.
Galt Stove & Furnace Co., Galt.
Enterprise Foundry Co., Sackville, N. B.
Findlay Bros., Carleton Place.
Gurney Foundry Co., Toronto.
Gurney-Tilden Co., Hamilton.
Gurney-Zryd Foundry Co., Hespeler.
Hamilton Stove & Heater Co., Hamilton.
McClary Mfg. Co., London.
Moffat Stove Co., Weston.
D. Moore Co., Hamilton.
Jas. Smart Mfg. Co., Brockville.
Jas. Stewart Mfg. Co., Woodstock.

TENTS AND AWNINGS.
J. J. Turner & Son, Peterboro.

TIN PLATE.
A. C. Leslie & Co., Montreal.
McClary Mfg. Co., London.
B. & S. H. Thompson, Montreal.

TINSMITHS' MACHINERY.
Brown Boggs Co., Hamilton.
Steel Bending & Brake Works, Chatham, Ont.

TINWARE
Soren Bros., Toronto, Ont.

TOOL GRINDERS.
Taylor Forbes Co., Guelph.

TOOLS (Mechanics).
Dorken Bros., Montreal.
Allan Hills Edge Tool Co., Galt.
North Bros., Philadelphia, Pa.
Peck, Stow & Wilcox Co., Cleveland, Ohio.
G. F. Stephens & Co., Winnipeg, Manitoba.

TRAPS.
Oneida Community, Ltd., Niagara Falls, Ont.
Peck, Stow & Wilcox Co., Southington, Conn

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Onward Mfg. Co., Berlin.
Moncrieff & Endress, Winnipeg.

VALVES AND UNIONS
Jas. Morrison Brass Mfg. Co., Toronto.
Penberthy Injector Co., Windsor.
Dart Union Co., Toronto.

VARNISHES, INSULATING
Sherwin Williams Co., Montreal, Que.

VENTILATORS.
Canadian Buffalo Forge Co., Montreal.

WAFFLE IRONS.
Stover Mfg. Co., Freeport, Ill
Taylor Forbes Co., Guelph.

WASHING MACHINES.
J. H. Connor & Son, Ottawa.
Cummer Dowswell, Ltd., Hamilton
D. Maxwell & Sons, St. Marys.
Taylor Forbes Co., Guelph.
Henderson & Richardson, Montreal.

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National Equipment Co., Toronto
Dayton Pump & Machine Co., Dayton, Ohio.

WATER GAGES.
Penberthy Injector Co., Windsor

METAL WASHBOARDS.
Meakins & Sons, Hamilton.

WHIFFLETREES (Steel).
Canada Steel Goods Co., Hamilton.

WHOLESALE HARDWARE.
H. S. Howland, Sons & Co., Toronto.
Kennedy Hdwe. Co., Toronto.
Lewis Bros., Ltd., Montreal.
Rice Lewis & Son, Toronto.
Peart Bros., Ltd., Regina, Sask.

WHITE LEAD.
Brandram-Henderson Co., Montreal.
Canada Paint Co., Montreal.
Sherwin Williams Co., Montreal, Que.
Steel Co., of Canada, Montreal.
G. F. Stephens & Co., Winnipeg, Manitoba.

WINDOW DRESSING FIXTURES.
Oscar Onken Co., Cincinnati, O
Canadian Store Front Co., Hamilton

WINDOW HANGERS.
Cowan & Britton, Ltd., Gananoque
Taylor Forbes Co., Guelph.

WIRE FENCE STRETCHERS
Richards, Wilcox, Canadian Co., London.

WIRE FENCING.
Banwell-Hoxie Wire Fence Co., Hamilton.
Canadian Steel & Wire Co., Hamilton
U. S. Steel Products Co., Montreal

WIRE GOODS.
B. Greening Wire Co., Hamilton.
Imperial Steel & Wire Co., Collingwood.
Canada Wire and Iron Goods Co., Hamilton.

WIRE ROPE.
B. Greening Wire Co., Hamilton.

WOODENWARE.
Meakins & Sons, Hamilton.

WOOD FINISHES
G. F. Stephens & Co., Winnipeg Manitoba.

WRINGERS
American Wringer Co., New York.
Cummer-Dowswell, Ltd., Hamilton.
D. Maxwell & Sons, St. Mary's.

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The efficiency of hardware clerks can be increased by having them read Canadian Hardware every month. Any retailer, already a subscriber, can have two extra papers sent to his clerks each month for one dollar. Send $1 to renew your own subscription and $1 additional for papers for your store salesmen—a very practical holiday gift.

Canadian Hardware, Stove and Paint Journal - 32 Colborne Street, Toronto

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ERA
PAINT

The Acme of Paint Satisfaction

goes with the sale of every can of New Era Paint. It has lasting qualities that cannot be equalled by much higher priced paints, is unexcelled as a surface cover and resists all weather extremities.

You will find New Era Brand to be the line of least resistance in the paint trade by giving it a good display in your store windows. Every drop is guaranteed to be absolutely pure.

Send for color cards and prices

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LIMITED
Windsor Ontario

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GANANOQUE, ONT.
Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

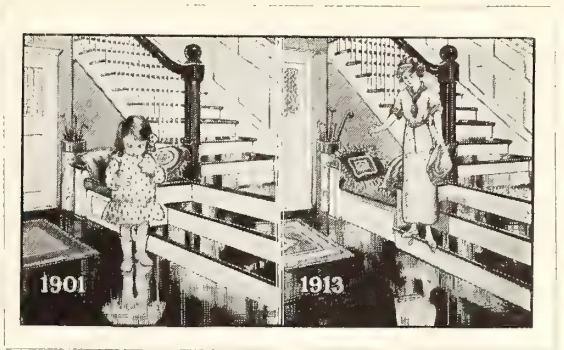
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Assignees, Chartered Accountants, Estate and Fire Insurance Agents
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Hardware Window Dressing

Sent post paid for $2.50

The recognized authority on window displays in hardware stores. Every merchant and clerk should have a copy. :: Well bound in cloth.

COMMERCIAL PRESS, Ltd., 32 Colborne St., Toronto



After 12 Years

This Liquid Granite Floor is still bright and lustrous

Pittsburgh, Pa., March 4, 1912.

"Some 12 years ago I put down in my residence a hardwood floor and in finishing it, used Berry Brothers' Liquid Granite. Three years ago I decided to refinish. Soap, ammonia and warm water were used to prepare the floor, but had no effect on the varnish except to clean and brighten it. We are now using the floor with the original "Liquid Granite" and still find it superior to any finish we have ever seen."

George Hodgdon, Architect.

An architect is one of the severest varnish critics. He insists on good varnish—not only in his home, but in the different buildings he erects for clients.

In the experience of George Hodgdon **and thousands of other architects and users** throughout the land, for thirty years Berry Brothers' Liquid Granite has been superior in durability, lustre and all-'round finishing value.

55 years of honest making and honest service are back of every Berry Brothers' product. Berry Brothers' label is your guide to the varnish that will serve you best.

BERRY BROTHERS VARNISHES

Here are four of our principal products:

LIQUID GRANITE—A floor varnish whose name suggests its wonderful durability.

LUXEBERRY WOOD FINISH—For the finest rubbed or polished finish on interior woodwork.

LUXEBERRY WHITE ENAMEL—For white interior finishing. A white enamel that stays white.

LUXEBERRY SPAR VARNISH—For marine uses and all kinds of exposed outdoor finishing. Never turns white, checks or cracks.

Use and specify "Berry Brothers" varnish—for sale by nearly all dealers. Write for interesting literature on the varnish question.

BERRY BROTHERS, INC.
Established 1858
World's Largest Varnish Makers
WALKERVILLE, ONT.

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WINDOW
GLASS



GLASS
BENDERS
TO
THE
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

Plate, Window, Figured, Stained, Wired, Bent, Mirror and Ornamental Glass

DON ROADWAY TORONTO

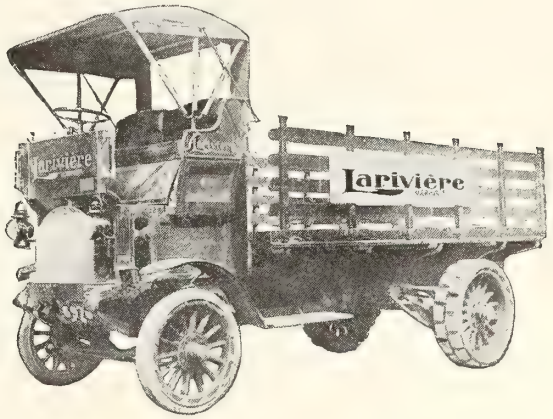
THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

Manufacturers of a Complete Line of
Measuring Tapes and Rules

Our goods have so many commendable features that they have become POPULAR ABOVE ALL COMPETING LINES. Their ACCURACY, their DURABILITY, the very TRADE-NAMES, RELIABLE, CHALLENGE, etc., ARE RECOGNIZED INSTANTLY WHEREVER MEASUREMENTS ARE TAKEN.

OURS ARE THE ONLY MEASURING TAPES AND RULES MADE IN CANADA.
THEY ARE SOLD THROUGH THE JOBBER AND WE PROTECT THE DEALER.

ALL THIS AND MORE
THE TRADE-MARK LUFKIN STANDS FOR



Mack Truck used by Lariviere Incorporee, Hardware Dealers, Montreal.

What Motor Trucks Can Do For The Hardware Dealer

The motor truck will enable you to deliver goods over a much larger area than is possible with horse and wagon. Expanding your area expands your business.

The motor truck will enable you to make prompt delivery, a service demanded these days by the buying public. A large number of your orders are received over the telephone. With the motor truck these orders can be given prompt attention and sent out C.O.D. Your customers will appreciate this ready service.

The motor truck will enable you to send to the wholesale house for goods that are wanted in a hurry and which are needed before the wholesaler can make delivery.

The motor truck will not require your attention on Sundays or holidays.

The motor truck advertises your progressiveness and impresses the public with the fact that you desire to give prompt delivery service.

In doing these things you increase your sales, expand your business.

The motor truck will do all this for you and cost you less than your present delivery system.

We are sales agents for the leading gasoline motor truck of the world—MACK.

Let us make a study of your business and recommend the kind of truck you should have, type of body, capacity, etc. If, after an investigation, we find it would not be profitable for you to operate a truck, we will not attempt to sell you one. Give us a chance to tell you about the Mack.

Ask us for Facts and Figures

The Canadian Fairbanks-Morse Co., Limited

St. John Quebec Montreal Ottawa Toronto
Winnipeg Saskatoon Calgary Vancouver



PUMP GUN

Bottom Ejecting; Solid Breech; Hammerless; Safe

WHAT'S the use of a repeating gun that throws the shells, smoke and gases in the way of your aim? That is the question that started us working on the Remington-UMC *Bottom Ejecting* Pump Gun—the only gun of its kind on the market.

This is absolutely *the* gun for your high class trade. It is Solid Breech, Hammerless, Perfectly Balanced. Three inbuilt safety devices prevent accidental discharge. It has a simple take-down—a quarter turn of the barrel without tools.

See that you have at least one of these guns in your show case as a sample for this fall selling season.

Remington Arms-Union Metallic Cartridge Co.

Windsor Ontario

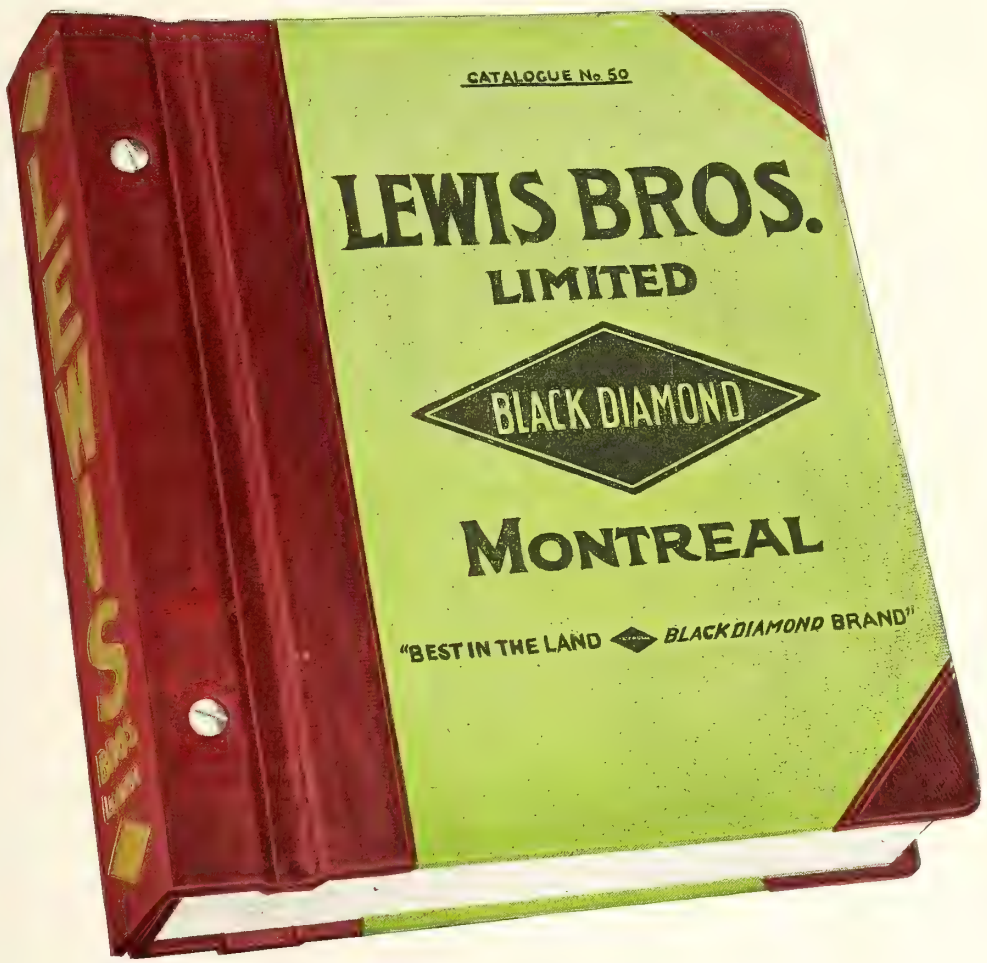
ONE DOLLAR YEARLY NOVEMBER, 1913.

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOL. 5. Published Monthly by The Commercial Press, Limited, 32 Colborne Street, Toronto No. 11.

The Last Word in Illustrated Hardware Catalogues

Ready for distribution December 1, 1913



Every Article in the Book is Illustrated

Contains more than 8000 Illustrations

Weight and Package Quantity given on Every Item

Built with the view to assisting the merchant in making sales of goods not carried in his stock.
Constructed so the dealer can readily arrive at the approximate cost of any item desired.
The merits and advantages of this book will be apparent to all who look it through.



No. 460. Standard Set.
Leather Case. To sell at $5.00.



No. 460B. Standard Set.
Metal Case—"Indestructible."
To sell at $5.00.



No. 461 Combination Set.
Leather Case. To sell at $6.50

Show a Live Gillette Assortment and get a big slice of the Christmas Sales!

DO YOU realize that the Gillette Safety Razor is the best Christmas specialty in your store? It is handsome—practical—known everywhere as the best—and sells at the price people want to pay. Keep it in the limelight from now to Christmas, and the returns will be more than satisfactory.

Here is an assortment that is just about right for a store of moderate size:

1	No. 460.—Standard Set. Seal Grain Leather Case, Triple Silver Plated Razor. To sell at	5.00
1	No. 460B.—Standard Set. Nickel Plated Metal Case, Triple Silver Plated Razor. To sell at	5.00
1	No. 461.—Combination Set (Triple Silver Plated Razor, 12 Blades, Badger Hair Shaving Brush and Stick Gillette Shaving Soap) in Morocco Grain Leather Case. To sell at	6.50
1	No. 00.—Combination Set (Triple Silver Plated Razor, 12 Blades, Badger Hair Shaving Brush and Stick Gillette Shaving Soap) in Seal Grain Leather Case. To sell at	7.50
1	No. 501.—Pocket Edition. Basket Pattern Metal Case, Triple Silver Plated Razor. To sell at	5.00
1	No. 502.—Pocket Edition. Shell Pattern Metal Case, Triple Silver Plated Razor. To sell at	5.00
1	No. 504.—Pocket Edition. Empire Pattern Metal Case, Triple Silver Plated Razor. To sell at	5.00

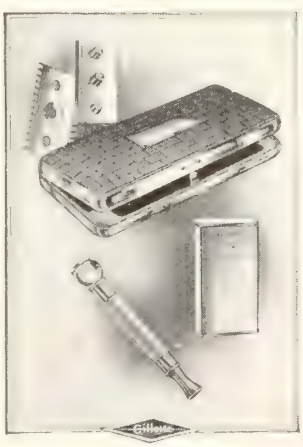
Don't wait until the selling season is in full swing—order your Christmas Assortment now and be ready to get **all** the business. With each Assortment we will ship a supply of Sales Helps, including our new Presco Sign, Coin Mats, Colored Signs and Mailing Folders.



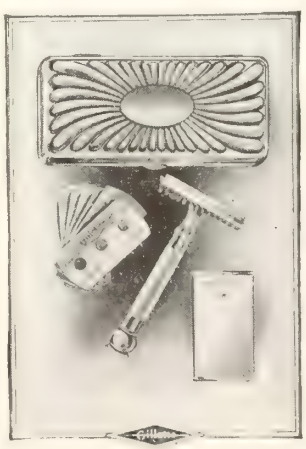
No. 00. Combination Set.
Leather Case. To sell at $7.50

GILLETTE SAFETY RAZOR CO. OF CANADA, LIMITED

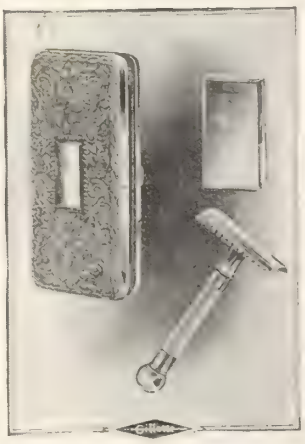
Office and Factory: The New Gillette Bldg., Montreal



No. 501. Pocket Edition.
Basket Pattern. To sell at $5.00.



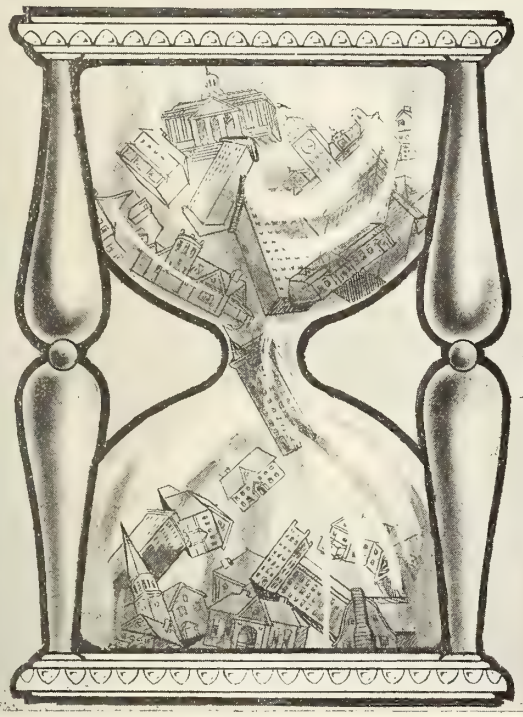
No. 502. Pocket Edition.
Shell Pattern. To sell at $5.00.



No. 504. Pocket Edition.
Empire pattern. To sell at $5.00

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A BUILDING

SOMEWHERE TRIMMED WITH

CORBIN BUILDERS HARDWARE

AND THE BEST DEALER IN ITS VICINITY POCKETS THE PROFITS

WRITE US FOR PARTICULARS

WE ARE SELLING AGENTS

WE INVITE YOU to write us for particulars and prices of the following lines:

BEAVER BOARD

RICHARDS-WILCOX HANGERS

SUITABLE FOR EVERY KIND OF DOOR THAT SLIDES

WINDOW COAL CHUTES

SMALL, MEDIUM AND LARGE SIZES

When in town we cordially invite you to call and inspect our comprehensive showing in the Builders' Hardware Department.

RICE LEWIS & SON LIMITED

TORONTO *Established 1847* ONTARIO

Canadian Wholesale Hardware Directory

The following firms will be pleased to quote prices, or have their traveling salesman confer, with retail hardware dealers, regarding lines advertised by manufacturers in Canadian Hardware, Stove and Paint Journal.

A. M. Bell & Co., Limited	Halifax, N.S.
Wm. Stairs, Son & Morrow, (Established 1810)	Halifax, N.S.
Emerson & Fisher, Limited	St. John, N.B.
T. McAvity & Sons, Limited	St. John, N.B.
W. H. Thorne & Co., Limited	St. John, N.B.
Caverhill, Learmont & Co.,	Montreal, Que.
Frothingham & Workman, Limited	Montreal, Que.
L. H. Hebert & Cie., Limited	Montreal, Que.
Lewis Bros., Limited	Montreal, Que.
Starke-Seybold, Limited	Montreal, Que.
Wood, Vallance & Co.	Hamilton, Ont.
Hobbs Hardware Co., Limited	London, Ont.
H. S. Howland, Sons & Co., Limited Manufacturers Graham Nails, Samson Brand Farm Tools, Bldg. Paper, Etc.	Toronto, Ont.
Rice Lewis & Son, Limited	Toronto, Ont.
Kennedy Hardware Co., Limited	Toronto, Ont.
James Ashdown Hardware Co., Limited	Winnipeg, Man.
Marshall Wells Co., Limited	Winnipeg, Man.
Merrick-Anderson Co., Inc.	Winnipeg, Man.
Miller-Morse Hardware Co., Limited	Winnipeg, Man.
Wood, Vallance, Limited	Winnipeg, Man.
Peart Bros. Hardware Co., Limited	Regina, Sask.
J. H. Ashdown Hardware Co., Limited	Saskatoon, Sask.
J. H. Ashdown Hardware Co., Limited	Calgary, Alta.
Wood, Vallance & Adams	Calgary, Alta.
Marshall Wells Alberta Co., Limited	Edmonton, Alta.
Revillon Bros., Limited	Edmonton, Alta.
McLennan, McFeeley & Co., Limited	Vancouver, B.C.
Wood, Vallance & Leggat, Limited	Vancouver, B.C.

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Your Customers' Good-will is one of Your Most Valuable Assets

If it's Roofing he is buying

Make Sure of His Good-will and insure

AB-SO-LUTE SATISFACTION

by Selling Him

HOWLAND'S SAMSON (TRADE MARK REGISTERED) QUALITY H.S. HOWLAND SONS & CO. LIMITED TORONTO

The identification mark of the Guaranteed Roofing

Service-Guaranteed and Dependable

READY ROOFING

SAMSON READY ROOFING

Gives the roofing finish your customers want at a price they can afford

H. S. HOWLAND, SONS & CO. LIMITED

WHOLESALE HARDWARE

WE SHIP PROMPTLY **TORONTO** **OUR PRICES ARE RIGHT**

GRAHAM NAILS ARE THE BEST

THE ONLY SATISFACTORY CLIPPING MACHINE EVER SOLD AT THE PRICE



List for Canada $8.75

THE STEWART Ball Bearing Machine

Is guaranteed to cut keener, faster and stay sharp longer than any other machine.

Has the most flexible of all clipping shafts and the finest clipping head in the world.

All gears are cut from solid steel, file hard, enclosed, protected, and running in oil.

The **quality** machine. You can sell more of it than any other.

Each year we spend more to help dealers and jobbers sell the Stewart Machines than the gross sales of all other manufacturers amount to.

Stewart machines do all we guarantee them to do. That's why users everywhere like them. They are the BEST VALUE on the market.

All jobbers have Stewart Machines

CHICAGO FLEXIBLE SHAFT CO. 187 Ontario St., CHICAGO

THE CLARK AUTO HEATER



EVERY COLD DAY IS A PROFIT DAY

FOR DEALERS WHO SELL THE

Clark Indestructible Steel Heaters

for Automobile, Wagon, Sleigh or Carriage.

There is a great and growing demand for this, the advertised line of heaters.

Order an assortment from your jobber now and get this business in your community.

It will pay you and every heater you sell makes a permanent winter market for you on the Clark Carbon fuel.

Write for our 1914 catalogue. It's a beauty.

Clark Carbon

Ignites Easiest
Heats Strongest
Lasts Longest

of all Heater Fuels.

It's the kind that always comes awfully good.

There is no come back It always makes good

Chicago Flexible Shaft Co.

187 Ontario St., Chicago, Ill.



Nicholson-Made Files

The world-known line of Nicholson-made Files has achieved such an immense daily sale that it permits the economical manufacture of a private formula special steel for the Nicholson-made File Brands.

In Canada, these File (and Rasp) Brands are

AMERICAN ARCADE
GLOBE GREAT WESTERN
KEARNEY & FOOT

each made from this private steel.

This private steel is cut into files on special machines owned solely by the Nicholson File Co., is treated and hardened by a private process. Finally, the file, after passing through 10 inspections, is individually hand-tested for quality, and must reach or pass a rigid standard.

Such a file as this is the Nicholson-made File that reaches your shelves. You **know** what you sell your customer. He in turn gets a file that is "Nicholson-made" and is "just like the last."

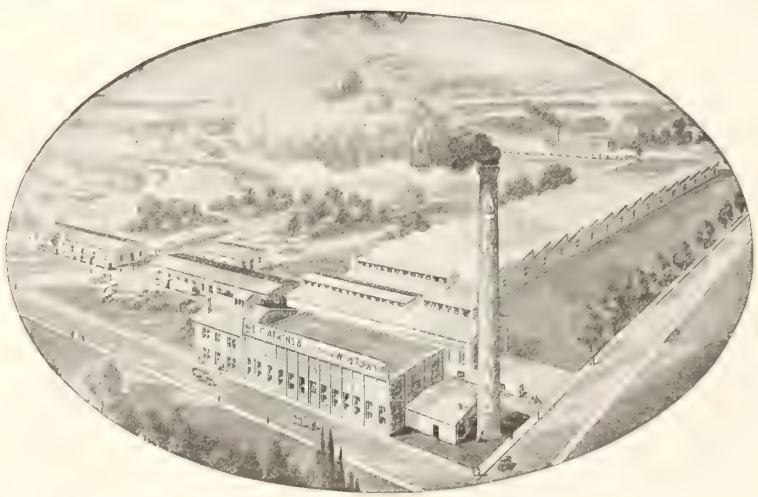
It pays to handle "Nicholson-made" Files. All Jobbers

NICHOLSON
File Company

PORT HOPE CANADA

37

ATKINS STERLING SAWS



Canada's big Saw Factory. Where ATKINS STERLING SAWS are made. We are wide awake. Our methods are progressive. We manufacture Saws which make good and establish confidence with your best trade. We back this up by a progressive sales co-operation that makes the most money.

Why not specialize on ATKINS STERLING SAWS this Spring. Buy from your usual source, but insist on the genuine article with our name on the blade. If you have any difficulty in getting them in this way, write to us direct.

E. C. ATKINS & CO.

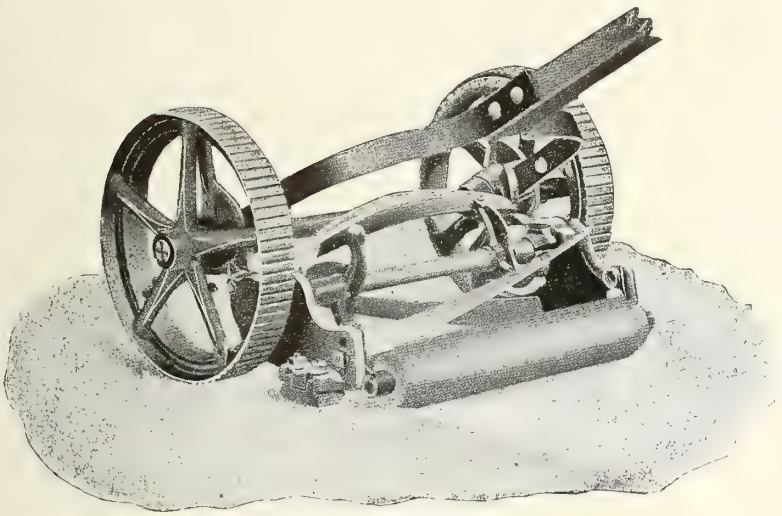
Makers of Sterling Saws

Factory: Hamilton, Ont. **Branch: Vancouver, B.C.**

MEMBER OF CANADIAN HARDWARE MANUFACTURERS EXHIBITORS ASSOCIATION

Just to keep You in touch with Our Lawn Mower Line for Spring Trade

MEMBER OF CANADIAN HARDWARE MANUFACTURERS EXHIBITORS ASSOCIATION

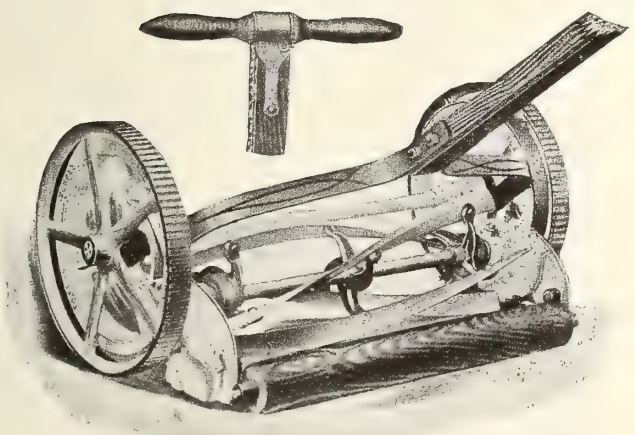


"THE WOODYATT"
Oil Tempered Tool Steel Knives, Four Knife Cylinder, 10½-in. Drive Wheels

IT'S NOT TOO EARLY TO BEGIN making your Lawn Mower selections for next spring. The dealer who does the most business—who nets the largest profits, is the man who **anticipates** the needs of his customers by having his stock ready in advance.

And when making your lawn mower selections you cannot do better than choose from the

Taylor-Forbes Line of Quality Mowers



THE "EMPRESS"
"The Best Ball Bearing Machine in Use." Oil Tempered Tool Steel Knives, Four Knife Cylinder, 10½-in. Drive Wheels

The following are our well-known leaders:

EMPRESS	ADANAC
WOODYATT	ONTARIO
STAR	MAYFLOWER
PHILADELPHIA	DAISY

And remember that whichever brand you sell a customer, you are assured of his satisfaction, as every Taylor-Forbes Lawn Mower is positively guaranteed to give the most satisfactory and lasting service.

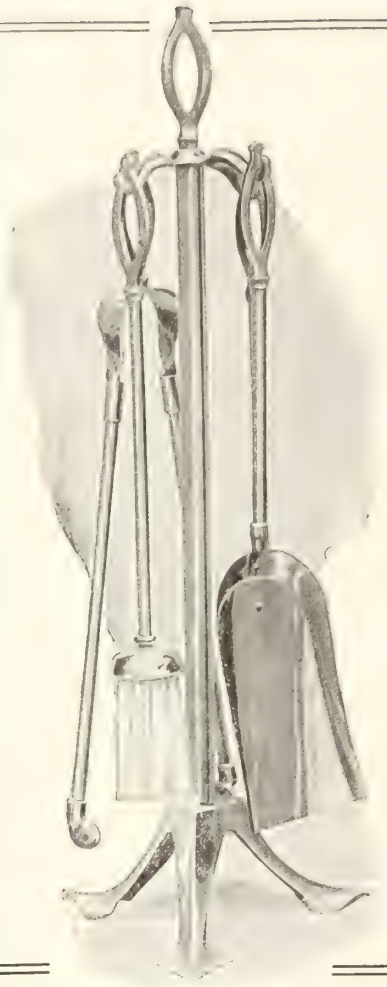
So don't wait until the middle of Spring before placing your order; get your stock complete in advance.

TAYLOR-FORBES CO., LIMITED

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 53½ Dock St., St. John, N. B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
GUELPH, ONT.

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.



No Holiday Gift

is more acceptable than that which combines practical utility with outward attractiveness, and we have some more acceptable lines in

Art Metal Goods
Brass House Furnishings

which would appeal strongly to a host of your best class of customers.

Our handsomely illustrated catalog is full of many unique and appreciable designs and we know our prices will please you and your customers.

Catalog Sent Upon Request

The Chadwick Brass Company, Limited

Hamilton :: Canada

Wire Rope

for Hay Forks and Hay Fork Tracks.

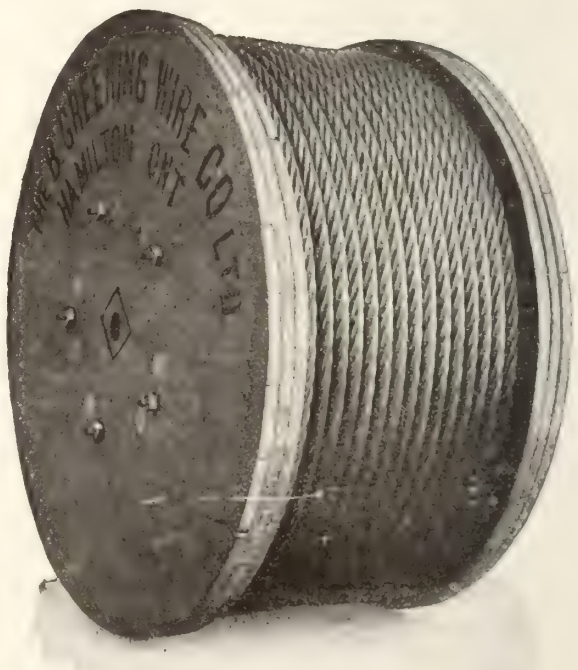
Lasts longer, more flexible, and cheaper than other ropes.

Every retailer should stock a small reel.

Wire Rope for hauling threshing machines, house moving, etc.

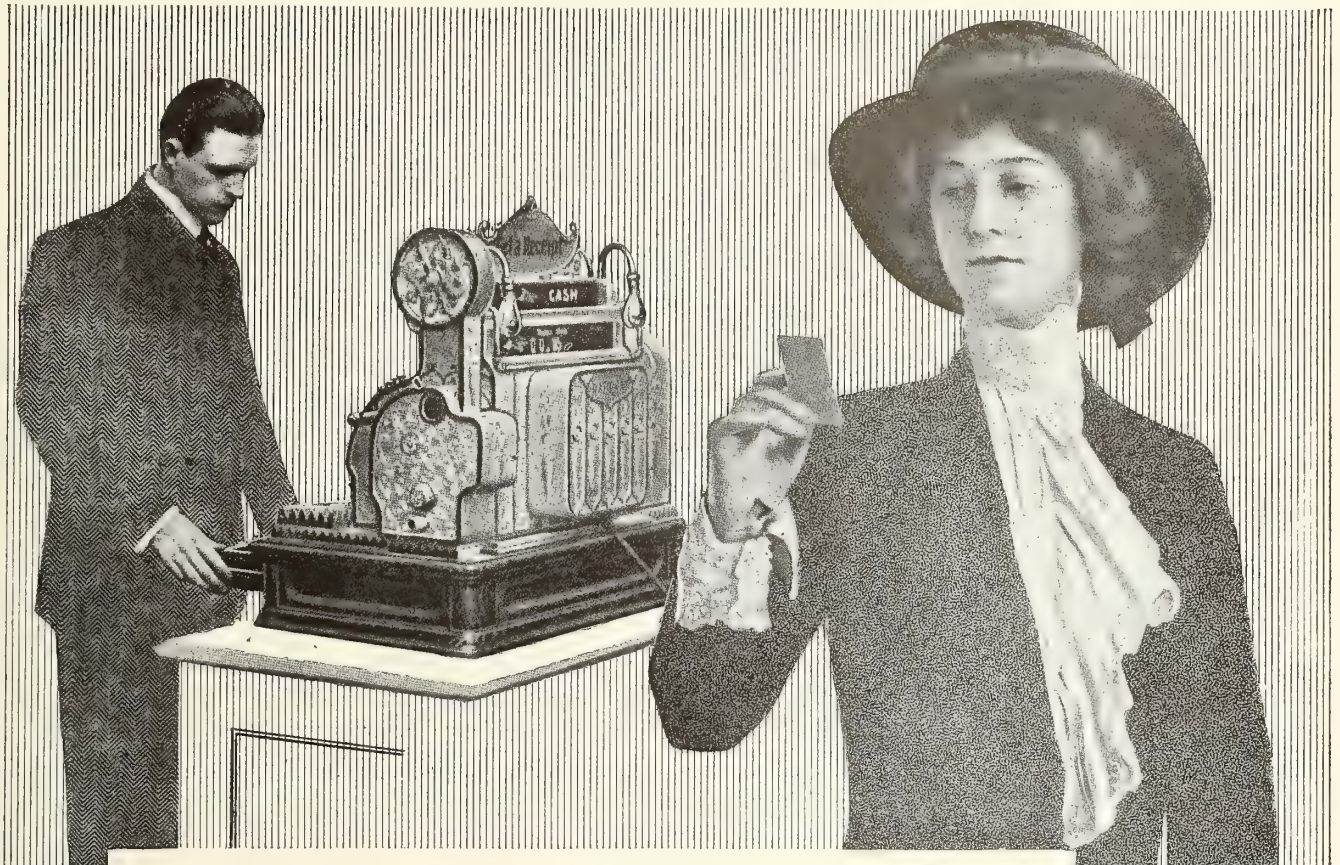
We manufacture all kinds of Wire Rope for all purposes.

Wire Rope Fittings **Wire Rope Grease**



THE B. GREENING WIRE CO., LIMITED

Hamilton, Ont. **Montreal, Que.**



Enforced Records Increase Profits

WHEN a printed receipt issued by a National Cash Register is furnished your customers on each transaction, you know positively that your money is properly safeguarded.

The printed receipt going to the customer leaves a duplicate record in your cash register, and enables you to trace the transaction, know who handled it, how much it was, and whether cash, charge, received on account, or paid out.

There is a style and size of National adapted to the needs of your store. Write for information.

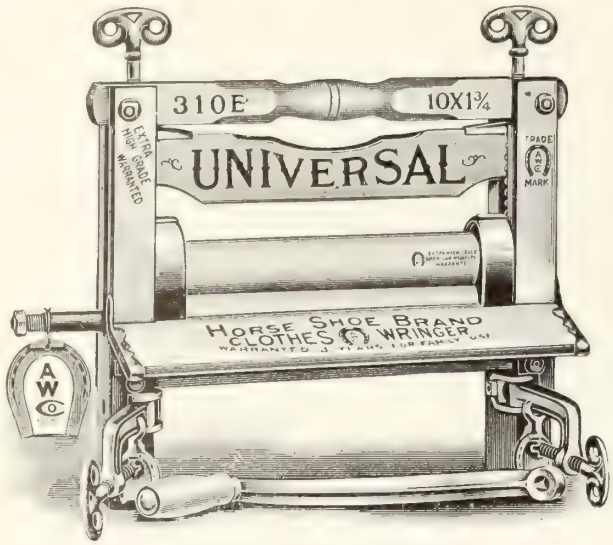
The National Cash Register Company

285 Yonge St. - TORONTO

Canadian Factory, Toronto

NEW LINE

UNIVERSAL CLOTHES WRINGERS



Packed 3 and 6 in a case

Plain Bearings and Steel Ball Bearings
Spiral Pressure Springs Enclosed Cog Wheels

PLAIN BEARINGS

No. 310E - - - - Rolls, 10x1¾ inches
No. 311E - - - - Rolls, 11x1¾ inches

STEEL BALL BEARINGS

No. 317E - - - - Rolls, 10x1¾ inches
No. 318E - - - - Rolls, 11x1¾ inches

SAME STYLE MADE IN FOLDING BENCH.

Send for Catalog (T).

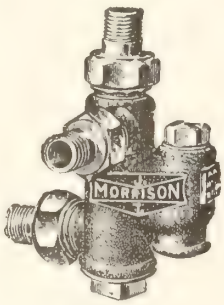
THE AMERICAN WRINGER COMPANY

99 CHAMBERS STREET, NEW YORK, U.S.A.

TRADE MARK J.M.T. REGISTERED A GUARANTEE OF QUALITY



J.M.T. Valve



J.M.T. Injector

Engineers' and Steamfitters' Supplies, Brass Goods Pipe Fittings and Tools

WE have made a long and thorough study into the requirements of Steamfitters, Engineers, Plumbers, etc., and know just what will suit them. Our goods are guaranteed to be absolutely reliable, and you can sell them with the positive assurance that they will give all-round satisfaction.

This is the right season to push these lines. Write for further information.

Jas. Morrison Brass Mfg. Co. Limited

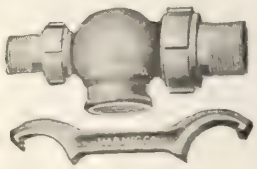
93-7 Adelaide St. W., TORONTO



J.M.T. Swing Check Valve



Gauge Cock



"Gem" Ejector



IF the police roped off your store so that your customers couldn't get to you—you'd kick.

We make traps—partly for you, of course, but primarily for the trapper—and your cash register clicks when these traps leave your store and go to him.

BUT—some years they don't go. You have roped the trapper off from your store and from us by failing to buy traps early. You haven't enough traps to supply him. It takes a long time to get more. The season is short and *the trapper can't get traps when he needs them.* Then he kicks—sometimes to you, sometimes to us.

It hurts to be kicked.

So this year we ask a favor of you—to stock traps early so the trapper can get all he needs and won't kick—us.

ONEIDA COMMUNITY, Ltd.
NIAGARA FALLS, ONT.



Watch this number grow

321 have already engaged hotel accommodation and are booked for the special trains. Send now for particulars, reduced rates for all Hardware trade from all points.

Canadian Hardware Mfrs. Exhibitors

F. M. TOBIN, *Secy.-Treas.*

Woodstock, Ont.

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

There's a Good Sale For Them

Manufactured solely by

Gutta Percha & Rubber, Limited

Successors to

The Gutta Percha & Rubber Mfg. Co. of Toronto, Limited

TORONTO MONTREAL WINNIPEG
CALGARY VANCOUVER

Every Mechanic will be quick

to recognize the value of this

"YANKEE" TOOL No. 75



Drives a 3/8 in. hole into any grade of wood easier and quicker than a bit brace and gets into tight corners. Takes any tool you can put into a brace. Takes very little room in the carpenter's tool box.

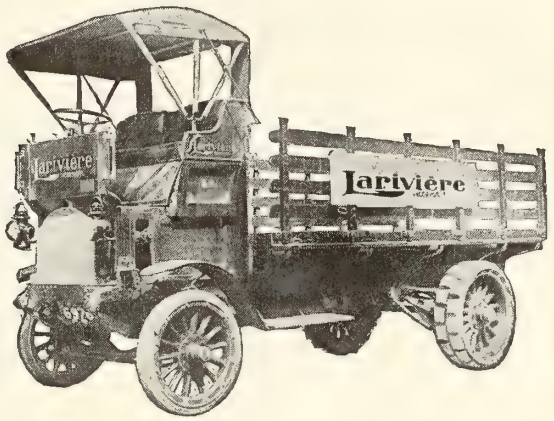
Display them in your window with a set of Boosters and Show Cards, which we will be happy to send you upon request. Shall we send you a supply of "Yankee" Tool Circulars with your name and address? Command us.

Your Jobber sells the "Yankee."

NORTH BROS. MFG. CO.

Philadelphia, Pa.

Mack Truck used by Lariviere Incorporee, Hardware Dealers, Montreal.



What Motor Trucks Can Do For The Hardware Dealer

The motor truck will enable you to deliver goods over a much larger area than is possible with horse and wagon. Expanding your area expands your business.

The motor truck will enable you to make prompt delivery, a service demanded these days by the buying public. A large number of your orders are received over the telephone. With the motor truck these orders can be given prompt attention and sent out C.O.D. Your customers will appreciate this ready service.

The motor truck will enable you to send to the wholesale house for goods that are wanted in a hurry and which are needed before the wholesaler can make delivery.

The motor truck will not require your attention on Sundays or holidays.

The motor truck advertises your progressiveness and impresses the public with the fact that you desire to give prompt delivery service.

In doing these things you increase your sales, expand your business.

The motor truck will do all this for you and cost you less than your present delivery system.

We are sales agents for the leading gasoline motor truck of the world—MACK.

Let us make a study of your business and recommend the kind of truck you should have, type of body, capacity, etc. If, after an investigation, we find it would not be profitable for you to operate a truck, we will not attempt to sell you one. Give us a chance to tell you about the Mack.

Ask us for Facts and Figures

The Canadian Fairbanks-Morse Co., Limited

St. John Quebec Montreal Ottawa Toronto
Winnipeg Saskatoon Calgary Vancouver

Getting Your Share of the Heating Harvest

Now is the time of your biggest opportunity.

These cold, damp days are reminding your customers very forcibly of their need of the cheery warmth from

Pease Furnaces

Take advantage of our follow-up system—it is the last link in our complete system of securing the customers by general advertising, advertising literature, and general follow-up.

If you have an odd case or a hard sale to make, let us know and we will help you in every possible way.

We want you to always remember that we are behind you in everything—GOODS—guarantee and "help" in making sales.

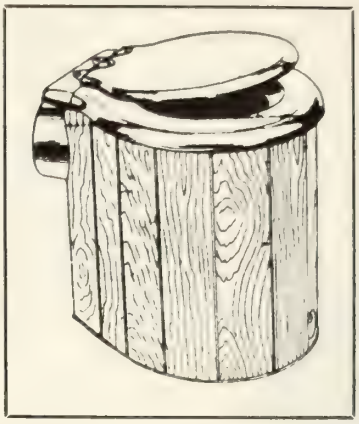
Don't hesitate to consult us.

PEASE FOUNDRY COMPANY LIMITED

Head Office: Toronto
Works: Brampton

Branches: VANCOUVER, WINNIPEG, HAMILTON

Kendrick's Aerated Dry Closets



City Conveniences in the Country

That's an effective, sales-creating argument you can use to your profitable advantage when selling Kendrick's Aerated Dry Closets to your country customers.

They are thoroughly sanitary and healthy and the only absolutely odorless dry closets on the market. No waterworks or sewerage required.

Write for particulars, prices, etc.

SUPERIOR SUPPLY CO., Limited
Hagersville - Ontario

There's no Ladder "as Good as" the Hercules

The discriminating consumer has been so educated to the extra good qualities of the "Hercules" Step Ladder that the "just as good" argument has become an absolute failure.

So don't risk losing a customer in using this argument. Hercules step ladders compete with ordinary ladders even in price, and it will pay you to always have a few on hand to meet the demands of your customers.



Made in lengths from 4 to 10 ft. and in extra heavy stock up to 16 ft.

Stratford Manufacturing Co., Limited
STRATFORD
ONTARIO

Mr. Merchant :—

Get Your Share of the Mail Order Business

Features of our HOME-TRADE Catalogue

Merchant's name only appears on catalogue.
Prices quoted are from merchant to consumer.
Merchant has confidential price list.
Goods shipped direct from factory to merchant or to consumer.
Prices quoted are as low, or lower than catalogue houses' prices.
Retailer's profit 15% to 50% and upwards.
Consumer pays cash with each order.
Duplicates hundreds of catalogue house leaders.
All merchandise guaranteed by us and factories.
Merchant does business with people's money and factories' stocks.
Every article shown with exact cut and detailed description.
No one but merchants can circulate these catalogs.

Gives Merchants:—

1. Competing prices with mail order houses.
2. Equal publicity with mail order houses.
3. Ability to sell practically everything sold by mail order houses, and
4. Enables merchants to get cash in advance on each and every order.

Through Our Large HOME-TRADE Catalogue

Adopt the catalogue method of doing business and meet Mail Order Houses at their own game.

You can sell from your stock or direct from Factory-to-Consumer and get cash in advance on each order.

Our HOME-TRADE Catalogue and factory contracts make this possible.

Catalogues are furnished with your name only appearing on them. You can fill your orders and stock your store direct from factories at lowest factory prices.

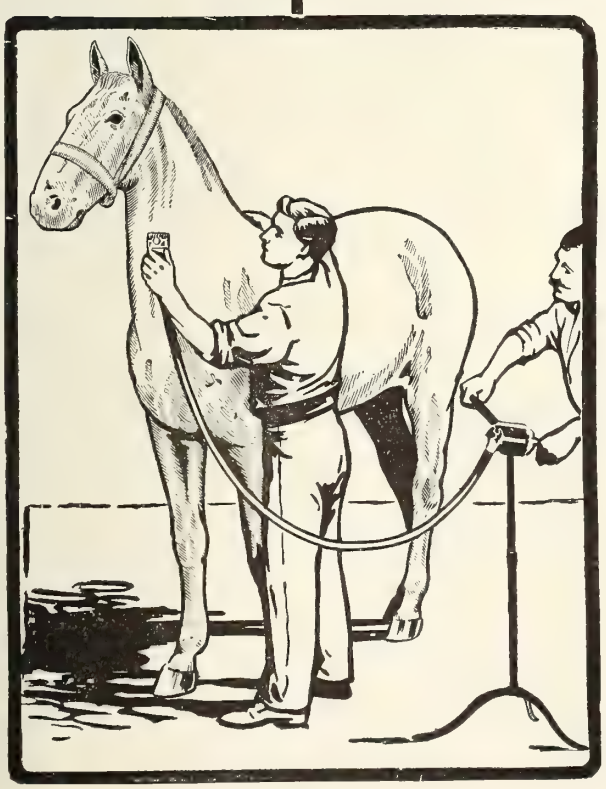
EVERY ARTICLE LISTED IS ABSOLUTELY GUARANTEED. We are not in the catalogue business—we are not wholesalers—we act strictly as the agent for the merchants enabling them to co-operate together, to buy and sell merchandise at still lower prices.

Our circular explains everything. Send for it and be the first merchant in your district to benefit by this co-operation.

The Canadian Merchants Agency, Limited

McKinnon Building, Toronto, Ont.

Gibson, Taylor, Strathy & Co., Limited, General Agents, Toronto, Winnipeg; London Eng.



Burman's Clippers

Built to last

Like all other products of Great Britain the Burman horse clipper is **substantial**—an important feature in **any** goods.

The Burman No. 17

is undoubtedly the most popular clipper made, having interchangeable parts, cut gears, etc., all of which are made from the finest steel in the world.

Any Jobber will supply you

B. & S. H. THOMPSON & CO. LIMITED

MONTREAL



SILVER KING

Copp Ranges have an Individuality all their own

They are made in the West to meet western conditions and do splendid work with very little fuel.

One ton of soft coal goes a long way with a Copp Steel Range, simply because the fire box is made to burn all the gas.

The Copp Stove Co.

LIMITED

Fort William Winnipeg Vancouver



Design Registered 1912

Four Sizes :

30, 40, 50, 60

"The Empire Line"

Mr. Dealer ! Do you realize that at the present time there is a strong demand for a moderate priced heater that will burn any kind of coal or wood, and that the

Empire Quebec

is the only Quebec heater made with **Revolving Duplex Grates,** ash pan and legs. They are made of finest material, heavy nickel plate rings, swing top, bell check and name plate.

Put this line on your floor and increase your business

PRICES ON APPLICATION

Canadian Heating & Ventilating Co., Limited

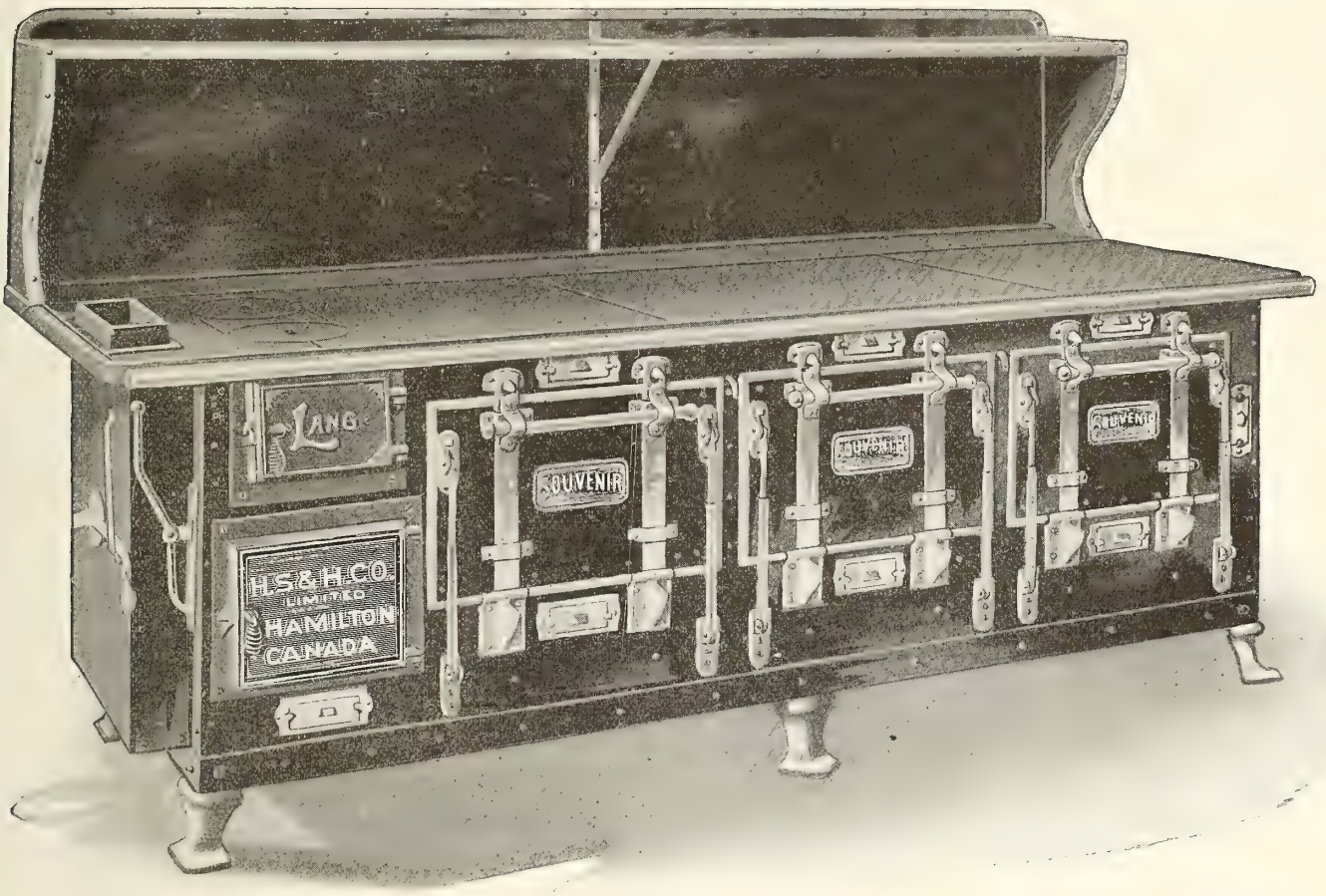
Vancouver
1059 Hamilton Street

OWEN SOUND
Ontario

Winnipeg
521 Henry Avenue

MEMBER OF CANADIAN HARDWARE MANUFACTURERS EXHIBITORS ASSOCIATION

The "Lang" Souvenir Hotel Range



Burns Either Coal or Gas Without Changes

You've *heard* a lot of *talk* about *Economy* in ranges but you've never yet SEEN the range that equals the "Lang" Souvenir Hotel Range in the cutting of fuel bills.

Burns the cheapest grade coal and gets better results than many other ranges using the highest grade. When using gas, and range becomes thoroughly heated, half the burners may be turned off, making a distinct saving in gas bills.

Other attractive and saleable features described in illustrated circular. Write for one

Souvenir Stoves and Ranges, Gurney Hamilton Locks and Builders' Hardware, New Idea Furnaces and Registers, New Idea Boilers and Radiators.

Hamilton Stove and Heater Co., Limited

(Successors to Gurney, Tilden & Co., Limited)

HAMILTON, ONT.

TILDEN, GURNEY & CO., LIMITED, Winnipeg, Calgary, Vancouver

Brushes That Will Move Quickly

Meakins' Brushes will be in big demand this Fall. Is your stock complete enough to meet the demand? Here are a few suggestions which are as profitable to the dealer as they are popular with his customers.



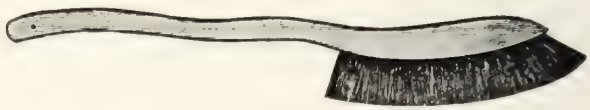
STABLE BROOMS



HORSE BRUSHES



FURNACE BRUSHES



RADIATOR BRUSHES

Why not avoid expensive delays and get your order in early?

Meakins & Sons, Limited, Hamilton, Ont.

Warehouses:—Toronto, London, Winnipeg **Meakins Brush Co., Limited, Montreal**

THE S.M.P.

Patent Steam Cereal Cooker



So many people say they cannot eat oatmeal, but our Steam Cereal Cooker helps over the difficulty. The kernels are expanded by the steam circulating over them, making them tender, delicious and readily digested.

Nos.	103	105	135
Quarts (Inside Dish)	3	5	3 and 5
Case Lots, Dozen	1	1	1

Retinned Covers

Made in Diamond and Pearl Enameled Wares

PRICES ON APPLICATION

Improved Steam Cereal Cooker



The inner dish is provided with a bail.

The cover fits both inner and outer dishes, so that the latter can also be used as a saucepan.

Nos.	104	106	108
Pints (Inside Dish)	4	6	8
Case Lots, Dozens	1	1	1

THE SHEET METAL PRODUCTS CO.

OF CANADA LIMITED

SUCCESSORS TO

KEMP MANUFACTURING COMPANY

MONTREAL TORONTO WINNIPEG



29 LADIES EXHIBITED Home-made Bread

at a recent Oxford County Fall Fair at Woodstock, and

3 PRIZES OUT OF THE 4

(including the first prize) were awarded to exhibits baked in

"Good Cheer" Stoves

The contestants, as a whole, used severally practically every leading make of range or cook stove produced in Canada, and much of the merit in winning the prizes was undoubtedly due to the skill and care of the ladies whose tempting loaves received the awards, **but a share of the honor is due, surely, to the "GOOD CHEER" creations in which they did their baking.**

"GOOD CHEER" is the line of modern cooking equipment that puts certainty in cookery, for, unquestionably, bread baking is one of the severest tests of a stove's qualities.

Your stove trade would run smoother, grow faster, and be more profitable, if you depended, as these prize-winers, on **"GOOD CHEER"** Stoves and Ranges

Catalogue and Price List on application

The James Stewart Mfg. Company, Limited

WOODSTOCK, ONT.

Western Warehouse **156 Lombard St., Winnipeg**

THE

Steel Company of Canada, Limited

Hamilton :: Ontario

Our Furnaces are again producing PIG IRON

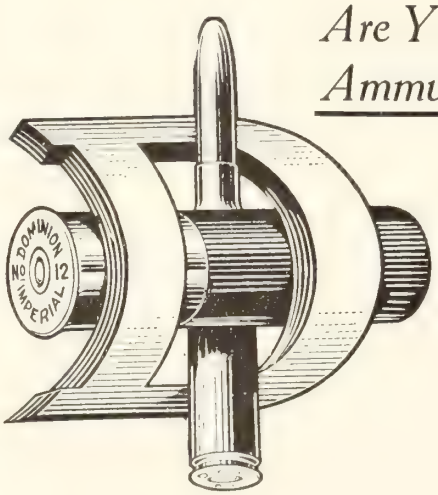
AT THEIR FULL CAPACITY

We Guarantee Immediate Delivery

of RUSH ORDERS as well as

Prompt Shipments of Specifications

Sales Offices : HAMILTON VANCOUVER MONTREAL VICTORIA TORONTO ST. JOHN WINNIPEG HALIFAX



Are Your Sportsmen Customers Buying Dominion Ammunition from you or do they wait until they get into the game Country ?

Are the Sportsmen who hunt in your vicinity bringing in Dominion Ammunition or do they buy from you ?

DOMINION big game as well as the small game cartridges are found on the shelves of nearly every dealer in Canada. Some dealers do not make an effort to push Big Game cartridges because of the smaller number sold when compared with DOMINION SHOT SHELLS.

There is an accurate, hard hitting DOMINION CARTRIDGE for every popular Sporting Rifle on the Canadian market. Your nearest jobber has a stock.

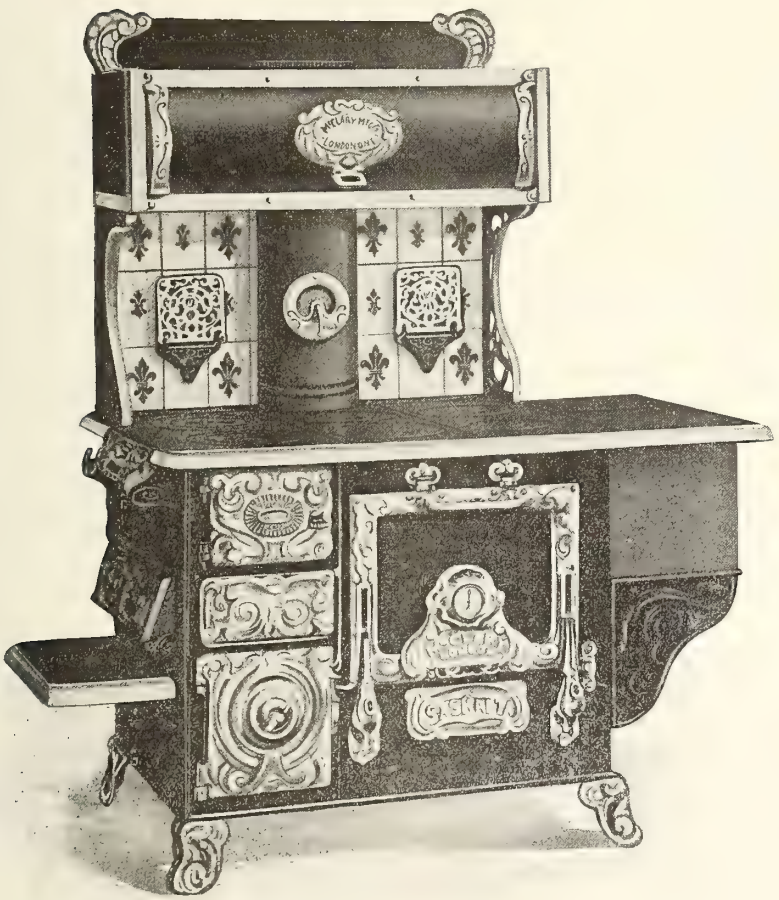
A little attention to the requirements of the sportsmen who hunt in your vicinity and the sportsmen who go away for their game

WILL INCREASE SALES.

Dominion Cartridge Company Limited :: Montreal

IT TAKES A GOOD RANGE TO BUILD UP A GOOD REPUTATION!

McClary's Saskalta Range



By a consistent use of materials only of the highest quality, and a construction based on the latest scientific principles, this Range has built up a reputation for service and durability, giving complete satisfaction to its thousands of users.

The highest grade blue sheet steel and cast iron of heavy weight and durable quality, ensure life-long service.

The linings are made of our Famous Semi-Steel, an exclusive commodity of our own manufacture.

The nickel used is finished by a very expensive process which enables it to withstand dampness better than any other nickel on the market.

The Saskalta is recognised as the premier Steel Range on the Canadian Market, and dealers who handle it testify to its innumerable selling features.

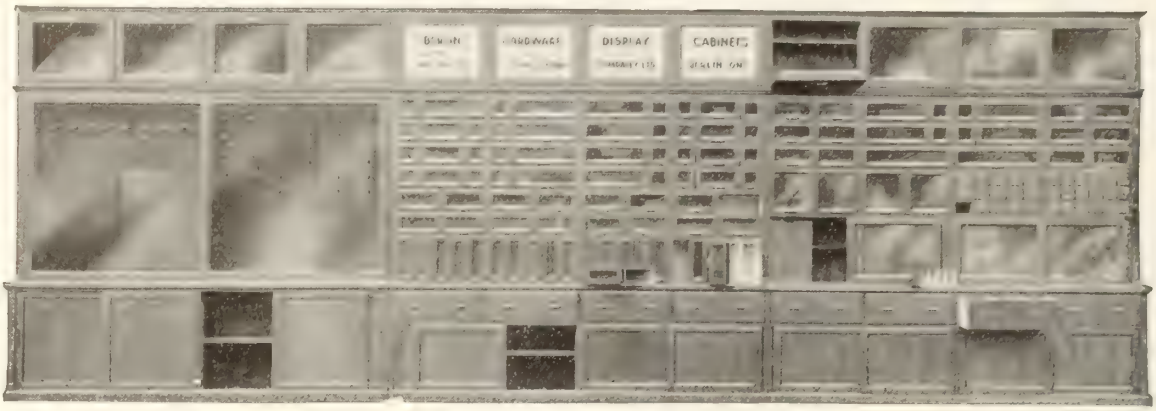
Our nearest Branch is at your service—write for particulars today.

McClary's Ship Quick

McClary's

LONDON TORONTO MONTREAL HAMILTON
ST. JOHN, N.B. WINNIPEG VANCOUVER
CALGARY SASKATOON EDMONTON

McClary's on Goods is a Quality Name



Your Goods Will Sell Themselves

Providing you display them to the best possible advantage. And the only way you can do that is to install a system of Berlin Hardware Display Cabinets.

You will be agreeably surprised at the increased attractiveness they will give your store. And they will allow you to quicken your service, thus gaining the gratitude of your customers, who in turn will spread the glad news amongst their friends.

If this means anything to you send us dimensions of your store and we will make estimates and suggestions to suit you.

The Walker Bin & Store Fixture Co., Ltd., Berlin, Ont. Designers & Mfrs. of Modern Store Fixtures

Our New Catalogue is Ready Write To-day for Your Copy

EVERY progressive dealer in Canada should have a copy of our new Catalogue, entitled "Horse Specialties." In this book are illustrations and descriptions of the complete **"Griffith"** line, including Halters, and Specialties of exceptional merit and saleability. We want you to know the **"Griffith"** line, and you will readily understand why we are receiving such enthusiastic letters from dealers in every part of Canada.

YOUR copy is ready for mailing—waiting for your name and address.

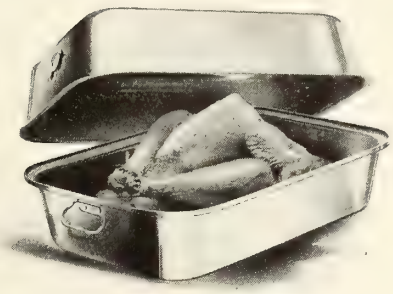
Write for it TO-DAY. A Post Card will do.



G. L. GRIFFITH & SON

STRATFORD :: ONTARIO

"Wear-Ever" Aluminum Roaster





The Every Day—Year Around Uses of the "Wear-Ever" Aluminum Roaster

are many, whereas most roasters are used only once or twice a year.

Last year thousands of Aluminum Roasters were sold by "Wear-Ever" dealers—helped by advertising in Women's magazines.

This year the "Wear-Ever" Double Roaster will be featured again in November magazines which appear about October 20th—the Ladies' Home Journal, Good Housekeeping, Delineator.

Make the most of the consumer demand for this all-year-around utensil.

Write for Roaster sales helps—sent free to all "Wear-Ever" dealers.

No. A511, Newspaper Electrotype of Advertisement.
No. 1230, "The Thanksgiving Turkey and Other Good Things," a Folder, 3 colors, 6¼ x 3½ inches, imprinted with your name.
No. 1235, Store Card or Street Car Card, 11 x 21 inches.
No. C325, Newspaper Electrotype of Double Roaster.
No. A69, Newspaper Electrotype, Turkey in Roaster.
No. A70, Newspaper Electrotype, Steaming Fruit in Roaster.
No. 1067, "Wear-Ever" Ad. Book.
No. 979, "Wear-Ever" Demonstration Book.

WEAR-EVER N.A. ALUMINUM LTD. TRADE MARK

Northern Aluminum Co., Limited

TORONTO, ONTARIO

Sell Your Customers

Consolidated Glass

then you'll be sure of their repeat orders.

We'll stand back of your word that Consolidated Glass is all you say it is, and we'll make good any just claim to the contrary.

If you buy Consolidated Glass from us we'll do our best to help you get the reputation of selling the best line of glass in your locality.

That's co-operation, isn't it?

Write us now for prices and particulars on: Polished Plate Glass, Mirrors, Window Glass, Cathedral, Skylight, Muranese, Florentine, Enamelled, Chipped, Art Glass, Leaded Glass, Wire Glass, Sand Cut Glass.

Address:

The Consolidated Plate Glass Co.
of Canada, Limited

Phone Coll. 8000
Private branch Exchange connecting all departments

241 Spadina Ave.
TORONTO

Black Jack

Sold by all Jobbers



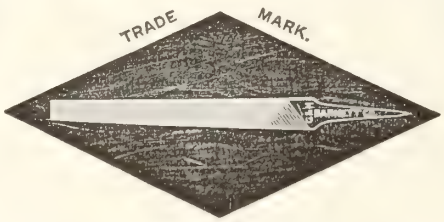
3/4 lb. tins
3 doz. in case

Quick Clean Handy

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863 INCORPORATED 1895

Twelve Medals of Award at INTERNATIONAL Expositions



Special Grand Prize GOLD MEDAL Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.



Quality Counts—

But Counts DOUBLY When Price is Right

When you can say to your customer, "This bit is the best you can buy and the price is right," you make a satisfactory sale.

Dealers who handle **TOBIN HIGH SPEED BITS** know this. Send an order for them, they are business makers. We will send a sample FREE to any dealer

Tobin Arms Mfg. Co., Ltd., Woodstock, Ontario

BY APPOINTMENT
TO HIS MAJESTY THE KING.

RONUK

—The Famous English Polish for Floors and Furniture is now Sold in Canada



Canadian Offices and Showrooms have been established in Toronto.

Salesmen are calling on the trade.

Advertisements—telling the story of "RONUK"—are appearing in the leading newspapers and magazines.

An active selling campaign is under way. Stock "RONUK" and get the benefit of it.

"RONUK" is universally recognised as the only polish that gives entire satisfaction in every respect.

"RONUK" is not a varnish or oily paste,—but a scientific, hygienic wax Polish for Floors, Furniture and Linoleum. It cleans as it polishes—fills the pores of the wood—forms a hard, durable, germ-proof surface that retains its gloss and finish.

Various sizes to retail at 10c., 20c., 35c., 65c., $1.00 and $1.75 a tin. Write for prices to the trade—and sample tin.

"Ronuk" is used in the Royal Palaces, the residence of H.M. Queen Alexandra, H.R.H. The Duke of Connaught, H.R.H. Prince Christian, and town and country houses of members of the peerage and English aristocracy.

"Ronuk" is used at leading Hotels, Banks, Offices, Schools and other large buildings—amongst others:

GALLERIES—

National, London
National Portrait
Wallace Collection
Tate
Manchester City Art

HOSPITALS—

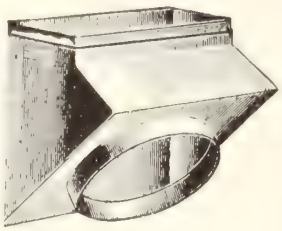
St. Bartholomew's
King's College
University College
Royal Free
St. George's
St. Mary's
New Hospital for Women
Royal Waterloo
Hospital of St. John and St. Elizabeth
Finchley College
City of London
Manchester School of Technology

Ronuk Limited

PORTSLADE, ENGLAND

Canadian Offices and Showrooms: 53 YONGE STREET, TORONTO

Furnace Dealers



Can **Save Money** during the busy season by purchasing their furnace stock ready made from us.

We manufacture Hot Air Registers, Furnace Stock, Eave Troughs, Down Pipes, Elbows, etc., and can quote you the most reasonable prices as well as give you the quickest possible service.

Write for catalogue and prices

A. Welch & Son

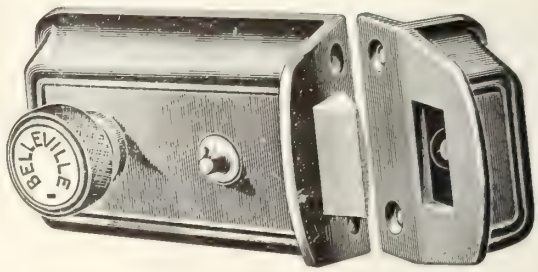
304 Queen St. W., Toronto

Security & Saleability

are the two trade winning features of the Belleville No. 99 Cylinder Night Latch.







If your jobber is out of stock refuse all alleged substitutes. The Belleville No. 99 Cylinder Night Latch has no equal for the price, which is extremely moderate.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.

THE BEST BUILDERS' HARDWARE

We manufacture a most comprehehsive line of Builders' Hardware at prices that are very reasonable, quality taken into consideration.

You make no mistake when you sell our guaranteed

BUTTS, HINGES, NAILS HASPS, STAPLES, ETC.

They are the best obtainable—the kind of goods that bring buyers back for more. Place that trial order with us now—while you are thinking about it.

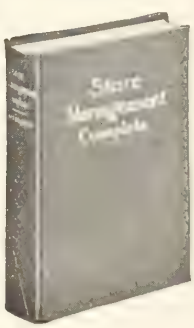
Our catalogue contains illustrations of a host of articles you can sell to your distinct profit.

COWAN & BRITTON
LIMITED
GANANOQUE, ONTARIO

Store Management Complete

16 Full-Page Illustrations

ANOTHER NEW BOOK



By FRANK FARRINGTON

A Companion Book to

Retail Advertising Complete

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

272 Pages Bound in Cloth

Here is a sample:

CHAPTER V.—**THE STORE POLICY**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

Absolutely New ***Just Published***

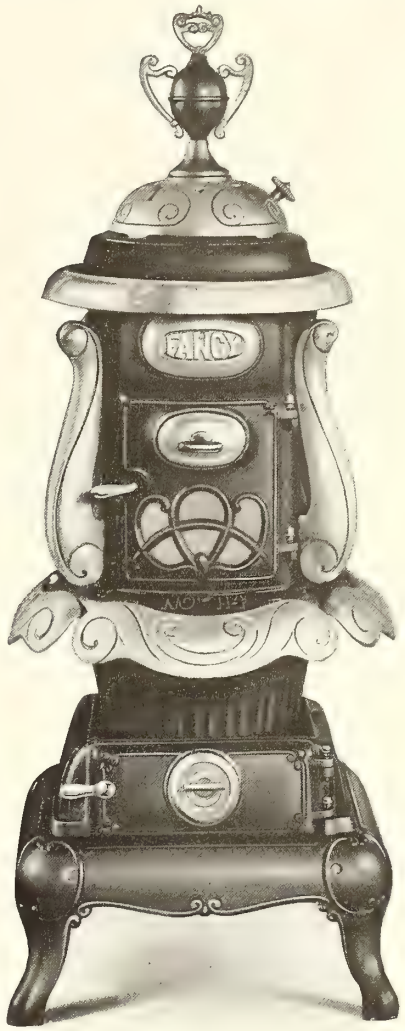
Send us $1.00 for the book and a six months trial subscription to this paper.

Commercial Press, Limited
Publishers
Canadian Hardware, Stove & Paint Journal
Toronto, Ontario

For Your Fall and Winter Trade



NEW PENINSULAR OAKS



Here are two medium priced Oak Stoves that are getting business. They can be shipped with Mica Doors or with Plain Doors as shown in the illustrations. ¶ Our stock is complete and we can ship immediately on receipt of order.

No.	Diameter of Body	Weight Plain	Weight Nickelled
12	12	103	110
14	14	120	130
16	16	140	150

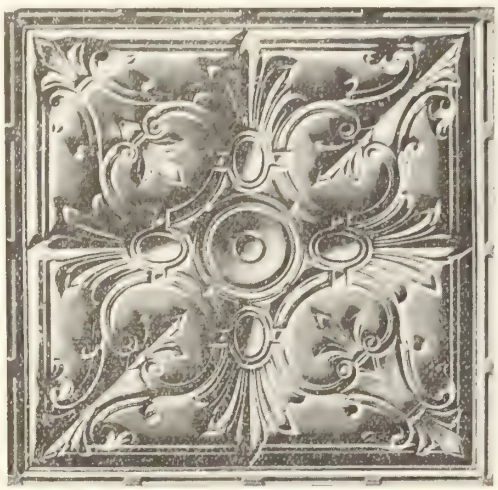
HOW MANY OF EACH PATTERN SHALL WE SEND YOU?

Clare Brothers & Co., Limited, Preston, Ont.

BRANCHES:

CLARE & BROCKEST, Limited, Winnipeg
RACE, HUNT & GIDDY, Edmonton
REYNOLDS & JACKSON, Calgary
J. M. KAINS & CO., Vancouver
The MECHANICS' SUPPLY CO., Quebec

Specify "Crown" Brand



Steel Ceilings and Walls

ARTISTIC AND THOROUGHLY RELIABLE

Send for Attractive Catalog

McFarlane-Douglas Co., Limited

OTTAWA - CANADA

Simply Operated



Perfectly Dustless

Samuels' Dustless Ash Sifter

Has filled the long felt want for an ash sifter that embodies every modern convenience and conduces to the sanitary conduct of the household. Devoid of all useless frills—just a plain but very practical device that does its work well and with absolute economy.

Pays for itself quickly by the money it saves. A quick seller with a very profitable turnover.

WRITE FOR FREE PARTICULARS AND PRICES

FOR SALE BY

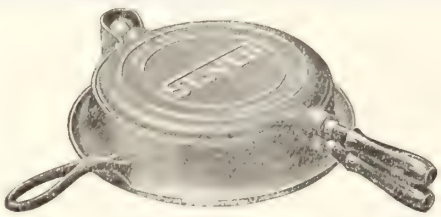
RICE LEWIS & SON — H. S. HOWLAND & SONS

KENNEDY HARDWARE CO., TORONTO

STARKE, SEYBOLD, LIMITED, MONTREAL

MANUFACTURED ONLY BY

J. SAMUELS - - TORONTO, ONT.



3 sizes—7, 8 and 9. High or low base. Iron or aluminum plates, ball and socket joint. Enameled wood handles. Wire bail or iron handle on base.

INCREASE YOUR SALES

The Stover Waffle Irons are such a marked improvement over the old styles that jobbers and dealers find they can greatly increase their sales with them.

HERE IS THE REASON



This is a sectional view of a Stover Waffle Iron plate and waffle. See how the teeth on the one plate stand opposite the openings on the other plate. This makes the waffle of uniform thickness and results in even and quick baking. THE STOVER IS THE ONLY WAFFLE IRON MADE THIS WAY.

We also make—Andirons, Fire Baskets and Screens, Lifters, Pokers, Damper Clips, and a large line of Shelf and Household Hardware. *Write Us To-day.*

STOVER MFG. COMPANY, 732 East Street, FREEPORT, ILL.

J. J. TURNER & SONS

The Largest Manufacturers in Canada of

Tents, Flags, Awnings, Sails, Horse Blankets, Waterproof Goods, Coal Bags and every description of Camping Goods.

Send us your orders for Tents and keep them in stock. They are put up in bags to keep them clean.

J. J. TURNER & SONS

Peterborough, Ont. Regina, Sask.

MONARCH TYPEWRITERS

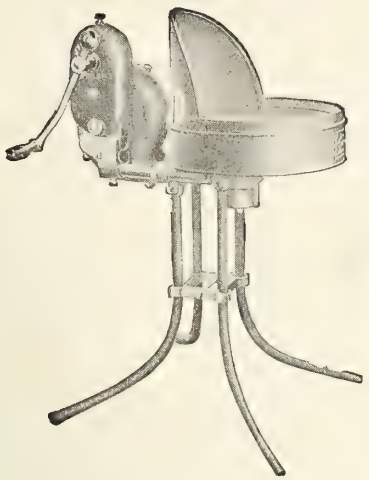
The King of all Writing Machines

JUST THE THING FOR THE UP-TO-DATE HARDWARE MAN

Remington Typewriter Co., Limited

MONARCH DEPARTMENT

144 Bay Street, Toronto, Ontario

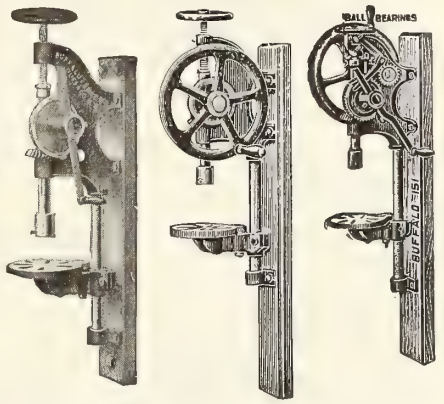


No. 625

The World's Standard Rivet Forge. Has full size 12-inch blower, operated by crank. Will last and do good work years after other forges are worn out.

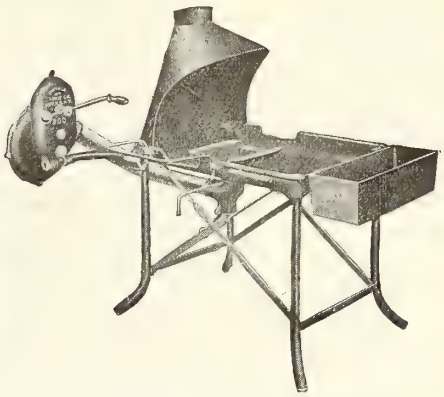
"MADE IN CANADA"

Catalogue No. 144 on request



No. 149 No. 150 No. 151

Buffalo Ball Bearing Post Drills. We make a complete line for Blacksmiths, Horse Shoers, Farmers, etc.



Buffalo Forge No. 650 with the Famous "200 Silent Blower," 1911 model

"Buffalo" **Forges, Blowers, Drills** *and* **Exhaust Heads**

The eyes of every user of blacksmith tools are upon the "Buffalo" line. If you want to travel along the line of least resistance, offer your customer the "Buffalo" forges, drills, blowers, punches, shears and other blacksmith tools. Ask us for catalogue and information which will bring to you trade which may now be passing by your door.

Canadian Buffalo Forge Co., Limited
MONTREAL



Buffalo Exhaust Head



A LIVE PROPOSITION

The Livingston Vacuum Sweeper

The Combined Vacuum and Sweeper that removes all Dust, Dirt, Threads and Hair from Carpets and Rugs.

It removes all dirt by its powerful suction.

It does not cost anything for electric current to run it.

Cleans in places the carpet sweeper does not touch.

Does not spill dirt on the carpets.

It is the easiest worked Vacuum Sweeper.

Has three bellows which create continuous suction when in operation.

Has ball bearings and all latest improvements.

Order on a sample at once.

One of the easiest selling and most profitable propositions ever placed on the market.

J. H. Connor & Son, Limited
OTTAWA :: ONTARIO

Manufacturers of Washing Machines and Clothes Wringers

The Roaster Season is approaching rapidly



No. 200 —11½ x 18¼ x 8 inches

Be prepared to capture the profits by having on hand a good supply of

Davidson's 'STERLING'

SEAMLESS

Self Basting Roast Pans

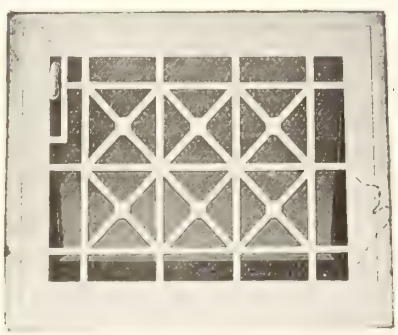
They are simple, sanitary, and convenient. Will baste the roast automatically, and not permit it to burn, no matter how much the cook neglects it.

Properly displayed and pushed, the "Sterling" will make for you a good record in roaster profits.

GET YOUR SHARE OF THIS BIG BUSINESS. WE CAN SHIP PROMPTLY

The Thomas Davidson Mfg. Co., Limited

MONTREAL TORONTO WINNIPEG



The "Quick Set" Register

(It's our latest) *(We think it our best)*

WE ARE

HEADQUARTERS

FOR ALL STYLES OF SIDEWALL AND FLOOR REGISTERS OF ALL SIZES

VENTILATORS AND GRILLES IN METAL OR WIRE OF ALL STYLES AND FINISHES

Write for catalogue and prices

Tuttle & Bailey Mfg. Co., Limited, Bridgeburg, Ont.

The Burrowes Patent Dustless Rocker Ash Sifter

CAN BE RECOMMENDED

The people want it. It is dustless. Attaching scuttle and double rims make it so. The large space for ashes to spread, the coarse and fine screens, together with the rocking motion, all tend to make the sifting quick and thorough.

The Banner Ash Sifter is a quick seller at $2.50. Order now.

THE BURROWES MFG. COMPANY

Toronto, Ont.

We Ship Promptly

Try us for

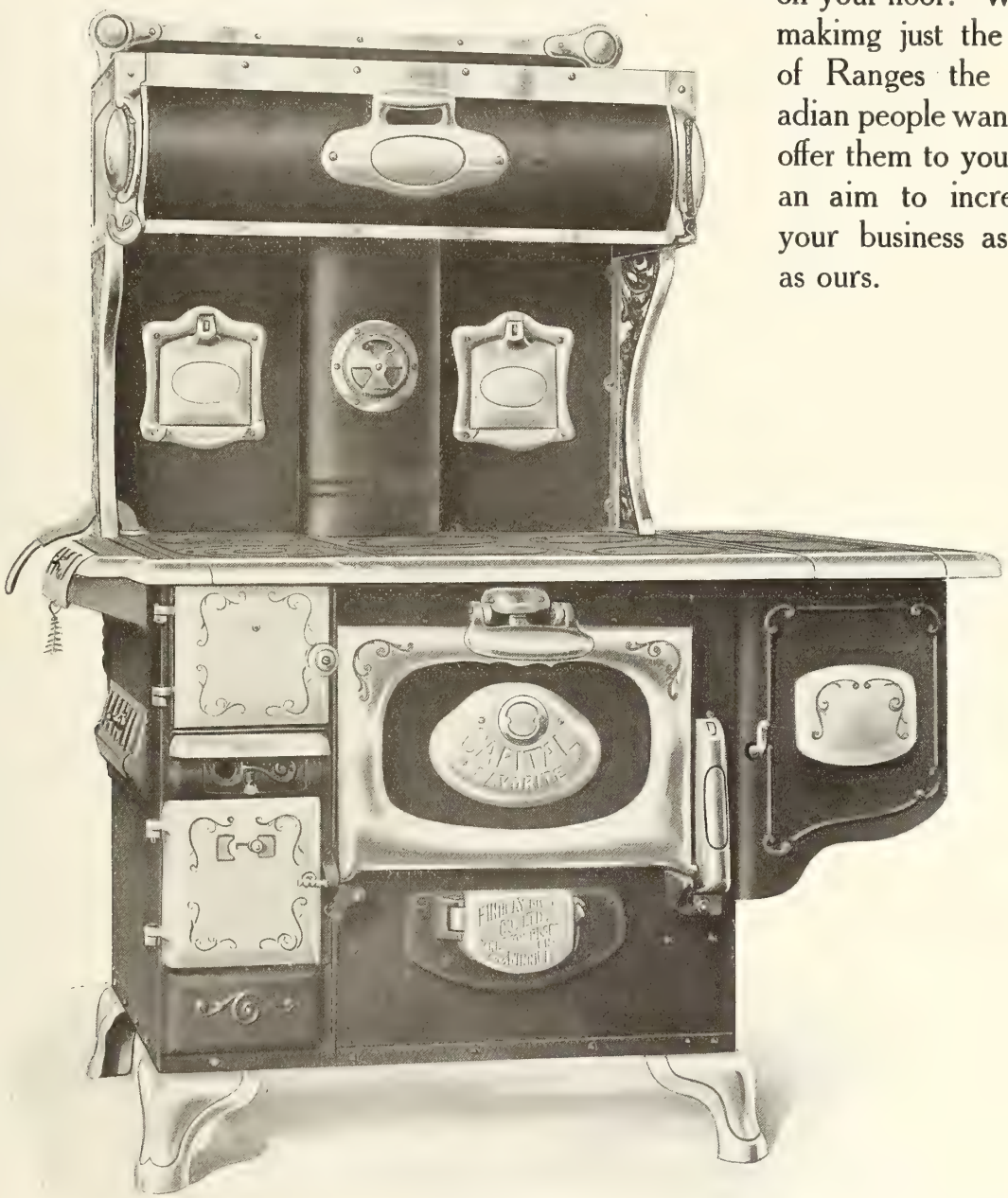
Cordage
Wrapping Twines
Cotton Duck
Oiled Clothing

We are sole selling agents
The Hopkins Mfg. Co., Limited
Mfrs. of Bags, Tents, Tarpaulins, Flags
and
The Dominion Waste Mfg. Co., Limited
Mfrs. of Cotton and Wool Waste

Scythes & Company Limited

TORONTO MONTREAL

With money easier and trade conditions improving, this is the time to put a live wire in your stove business by placing a modern line of up-to-the-minute Ranges on your floor. We are makimg just the kind of Ranges the Canadian people want, and offer them to you with an aim to increasing your business as well as ours.



THE CAPITAL FAVORITE is a medium priced Steel Range, unequalled for the money in quality and appearance. Made in three sizes, 16, 18 and 20-inch ovens. High Closets furnished in standard or tiled finish.

FINDLAY BROS. CO., LIMITED

Head Office and Works, CARLETON PLACE, ONT.
Branch House, - - 260 Princess St., WINNIPEG

Wholesale Jobbers for N. Alberta: **REVILLON WHOLESALE LIMITED, Edmonton**

Distributing Agents: **For Southern Alberta, D. V. COPE & CO., Calgary; For British Columbia, GEO. D. HORSMAN, Vancouver**

PRISCO DINNER PAILS ARE ECONOMICAL, CLASSY, *SANITARY*

No sharp corners or edges—everything *rounded* to facilitate *perfect cleanliness. Entire hand* can be inserted through *large opening* in tea flask to *clean interior thoroughly.*

Tea flask being at *top* of pail, vapor from the hot tea *does not* come in contact with the solids, and therefore the *food remains dry,* and *free from sogginess.*

Three Sizes—Small, Medium and Large

We make a very complete line of Dinner Pails and Lunch Boxes. Write for prices and descriptions of our new lines, just coming through.



E. T. WRIGHT CO., LIMITED, Hamilton, Canada

GENUINE ARMSTRONG STOCKS AND DIES

For Threading



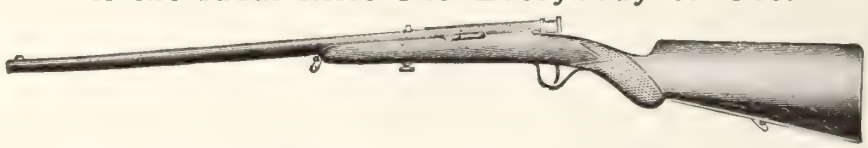
Pipe or Bolts

Malleable Iron Hinged Pipe Vises. Pipe Cutters.
Pipe Threading and Cutting-off Machines. Either Hand or Power.

MANUFACTURED BY **THE ARMSTRONG M'F'G. COMPANY**
333 Knowlton Street, Bridgeport, Conn.

NEW YORK *Write for a Catalog* CHICAGO

The "Bayard" Auto-Cocking and Ejection Rifle is the Ideal Rifle For Everybody to Use.



It is the only rifle having automatic features that handles two cartridges, 22 short and long. Strong shooting, high class workmanship, handsome alignment, simplicity of mechanism, parts interchangeable, are main features of the "Bayard" Rifle. Will penetrate three inches of pine, weighs about 4 lbs. Can be taken apart readily for cleaning, the only tool needed is a screw driver.

Write for our free descriptive booklet.

McGill Cutlery Co. (Reg'd.) . - - P. O. Box 580, Montreal, Canada

Do You Want to Reach the Retail Hardware Trade?

There's no better method than to use **Canadian Hardware, Stove & Paint Journal** 32 Colborne Street Toronto

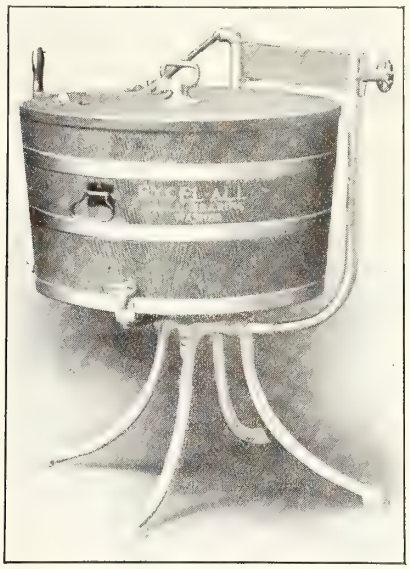
These Maxwell Lines

are Known Everywhere

YOU will find "Maxwell" lines are the easiest sellers you ever carried—simply because they are what the people *want.* The demand for "Maxwell's" goods is growing every day—growing in *your* town—among *your* customers. Here are three leading Maxwell lines from which you can derive quick profits.

The Maxwell "Excel-All" Washer

Helps the housewife to laugh at the labors of washday. Top lifts up and gives heaps of room for work. Tub runs smoothly on ball bearings. Has assisting spiral springs and tubular light metal frame. An improved swinging Wringer Board swings round out of the way when not in use. Does the washing in double quick time and is so easy to use a child can work it.

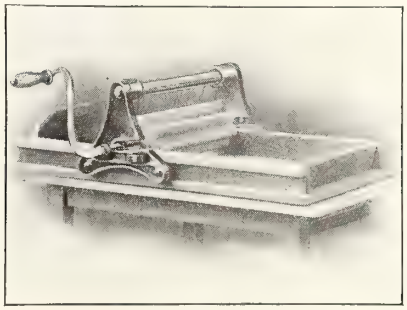




The Maxwell "Favorite" Churn

(With Bow Lever)

This bow lever is a special feature of the Maxwell Favorite Churn. You can also adjust the handle to centre, left or right, whichever is most convenient for driving. Has light, rigid steel frame, bolted trunnions and roller bearings. Makes churning a pleasure. Used in Denmark, Australia, New Zealand, South Africa and all over Canada.



The "British" Butter Worker

Results in Better Butter and Bigger Profits. Adopted by the best dairies in Great Britain and Canada. Makes the butter firm, even and consistent all through. In three sizes:—14 inches, 17 inches and 20 inches wide.

Write for Illustrated Catalogue

David Maxwell & Sons, St. Mary's, Ont.

Laidlaw Wire Nails, Bale Ties and Baling Wire

Our products are thoroughly tried and tested before leaving the factory, and you can safely guarantee them to the limit.

Made in all serviceable gauges of the best known quality.

With the Laidlaw Line you will realize quick sales and Actual Profit.

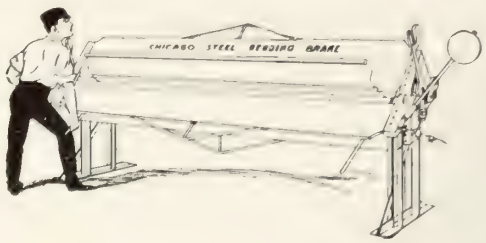
If you have not already stocked our line, write for further information.



The Laidlaw Bale-Tie Co., Limited
HAMILTON, ONT.

Geo. W. Laidlaw, Vancouver, B.C.
Harry F. Moulden & Son, Winnipeg, Man.

THE
Chicago Steel Bending Brake



Pays for Itself Quickly With the Money It Saves

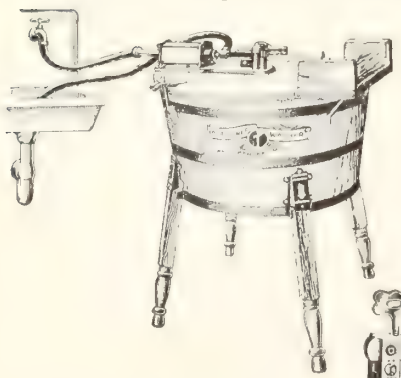
The Chicago Steel Bending Brake is not an experiment; it's a practical and thoroughly reliable bending machine, designed and built by men who know the requirements of sheet metal workers from "A" to "Z".

Made in 200 sizes and all guaranteed to give the largest and most satisfactory service.

Catalog and prices sent upon request

The Steel Bending Brake Works
LIMITED
Chatham, Ontario

We make a kind and size of
WASHING MACHINE and CLOTHES WRINGER
for every kind and size of store



They're easily sold and stay sold.



We can meet your Requirements whatever they are and deliver the Right Goods at Right Prices and at the Right Time.

Catalogue mailed on request.

Cummer-Dowswell, Limited
HAMILTON, ONT.

Metal Ceiling
Season is Now at Hand

You can get this business easier now than at any other season of the year provided you let people know you are ready to serve them.

Catalogue No. 15

should be displayed prominently with attractive cards directing attention to it. This, when backed with a judicious reminder to each customer by the clerk waiting on them and a canvass of buildings needing a finish, will bring you some good business with a handsome profit. We help you give good service by shipping promptly goods that are

"Made in the West for Westerners"

Winnipeg Ceiling & Roofing Co.
Limited
P. O. Box 2186 E. WINNIPEG, MAN.



The YALE way of closing doors

Your customers must decide between—

a door that stands open, letting in draughts, dust, noises and odors—

a door closed by a spring, with a nerve-racking slam—and

a door equipped with a Yale Door Check: a door closer that never forgets; that noiselessly and unfailingly shuts the door every time it is opened.

Help your trade decide by talking the Yale. Every Yale decision means profit for you and satisfaction for your customers.

Canadian Yale & Towne Limited

Makers of Yale Products in Canada:
Locks, Padlocks, Builders' Hardware, Door Checks and Chain Hoists

General Offices and Works: St. Catharines, Ont.

CHICAGO SPRING BUTTS

REPUTATION

The Chicago "Triplex" Spring Butt



has characteristi features of recognized merit, handsome in appearance and dependable for the most severe requirements.

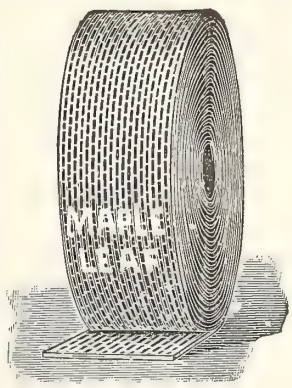


This article has a reputation and selling force which commands the trade, and your stock should be complete.

Chicago Spring Butt Company.

CHICAGO TRADE CSB CO MARK NEW YORK

Send for Catalogue S29



To The Hardware Trade

Look over your stock and send your orders in NOW for

"Maple Leaf" Belting and Belt Dressing

so as to insure delivery within a reasonable time.

Manufactured only by the

Dominion Belting Co., Limited

Hamilton - Canada

Made in
La Salle, Ill
— by —
Westclox



BIG Ben is the biggest thing to-day in the American alarm clock industry. He has everything in his favor—quality, looks, and style. He runs on time, he rings on time, he stays on time.

Slender, massive, richly plated, he stands seven inches tall, with well-shaped distinct hands and a big broad dial easily visible in the dim morning light.

He rings just when you want and either way you want—*five straight minutes* or every other half minute *during ten minutes* unless you shut him off.

His keys are large, strong, easy to wind; his voice deep, jolly, pleasing to hear. The movement plates are bridged like on a Waltham watch— you can change both mainsprings *without taking the movement apart.* The pivots are of hard steel piano wire $\frac{22}{1000}$ of an inch thin. The escapement is a hardened steel pallet escapement—not a pin escapement like that of other alarm clocks.

We are carrying on hand a stock of Big Ben specially put up for *Canadian* trade, 6 in a carton together with a full set of Store Selling Helps, (posters and show cards.) On an order for 12 we give a solid mahogany display stand. On an order for 24 we print your name free on dials and with an order for 48 we send a striking, electric flashing sign, just the thing for your window or counter.

The minimum retail Canadian price is $3.00, and there's a $3.00 resale tag on everyone you buy.

In case lots of 24, $1.95 each. In broken lots, $2.00 each. Less 2%.

CANADIAN HARDWARE
STOVE & PAINT JOURNAL

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

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Better Business Conditions.

That the business situation in Canada is gradually improving there can be no doubt. Business is not yet brisk, but it is heading in that direction.

Canada has this year a crop of cereals which in quantity and quality exceeds that of any previous year in the history of the country. This is confirmed by the latest Government report issued. The same authority reports a good potato and root crop.

Not only is the crop large, but—owing to the improved transportation facilities and elevator capacity —it is being marketed at a rate which transcends all previous experiences in the history of the country.

For some weeks now wheat has been passing through the hands of inspectors in the West at a rate of over a million bushels a day. Based upon the value of 65 cents a bushel to the farmer, which expert grain men are putting upon this year's crop, this means that at least $650,000 a day are going into the hands of the agriculturists of the West for wheat alone. When money is being turned over in this way business men may certainly look with confidence for an improvement in the collections.

As a matter of fact it is already being reflected. The manager of a manufacturing concern which does a large business all over the West, told me the other day that whereas their collections during one month earlier in the year had sunk as low as 28 per cent., those in September were up to 63 per cent. Still another who does business with retail stores all over the West informs me that in his collections there is also a decided improvement.

It is significant too that the strain upon the banks for funds has not been as heavy as they anticipated. This in turn is reflected in the easier tone that now exists in the money market. Business men whose credit is good do not find it as difficult to obtain accommodation as they did. Even stock brokers, so I am informed by one of them, are able to secure money on call both in larger amounts and on better terms than was possible a short time ago.

As a result of the heavy shipments of wheat and the gradual improvement in business generally, both railway earnings and bank clearings are again on the upward turn and are showing increases over the corresponding periods of last year.

In brief the business situation in Canada may be said to be this: Business men feel that although they have navigated past the most dangerous and menacing parts of the commercial sea it is better not in the meantime to let out more sail.

With the maintenance of the present promising conditions it is the general opinion that next spring will witness a marked revival in business. Conditions certainly warrant that conclusion.

If you want to get your fair share of the Christmas trade you will have to employ Christmas trade-getting methods.

Bulk Sales Legislation.

At the annual meeting of the Canadian Manufacturers' Association in Halifax, in September last, the Parliamentary Committee reported that they were continuing their efforts in regard to bulk sales legislation and were hopeful of securing the passage of Acts in the provinces of the Dominion which at present were without same.

The provinces which have Bulk Sales Acts in operation are Nova Scotia, Quebec, Manitoba and British Columbia.

It will be remembered that at both the last sessions of the Ontario Legislature a Bulk Sales Bill was introduced, but was held over on each occasion for the purpose of giving its promoters an opportunity of consulting the retail interests which had not heretofore been done.

As pointed out by us at the time, it was unfortunate this had not been done. The retailers should have been consulted. There is not, however, any likelihood of any cause of complaint on this score when the bill is again introduced in the Ontario Legislature. We have been assured of this by the different organizations who are interested in promoting the desired legislation.

We feel that as a result of such conference or con-

ferences the aims and purposes of the bill will be so thoroughly understood that much of the opposition now existing will disappear.

As already pointed out, a Bulk Sales Act is already in force in four of the provinces of the Dominion. Of the forty-eight states composing the United States there are but five that are without a Bulk Sales Act. And in no instance have we heard that it was inimical to the interests of the retail merchant either in this country or in the United States.

The only one who has really cause to complain is the dishonest dealer who wants to make a quick sale of his business and skip out of the country with the proceeds. And his interests are not entitled to consideration.

As the dealer who would do this is such a small fraction as compared with the whole it is obviously in the interest of the latter that a Bulk Sales Act should be on the statute book of every province.

In the concrete a Bulk Sales Act provides that he who purchases a business shall obtain from the vendor before the deal is closed a statement in writing regarding his liablities together with a list of his creditors. Otherwise the transaction is invalid.

If you would pick the best fruit on the tree of business, you must not be afraid to climb.

Bulk Sales Law and Itinerant Dealers. There is one phase of a Bulk Sales Act which is perhaps rarely considered, and that is its tendency to curtail the depradations of the itinerant merchant who goes about buying up stocks at, as someone has put it, the midnight hour, and then launching upon a season of business methods which demoralizes trade in the locality even after he has disposed of his last article of merchandise and taken his departure.

John C. Hogan, writing some time ago in an American retail journal in regard to Bulk Sales Acts, said that the effect of such legislation was to cut out the unfair competition that "our honorable merchants must meet" from the itinerant merchant who comes along and quietly buys out at half price a retailer who is getting into financial difficulties, and who is tempted, under the circumstances, to obtain a little ready cash and leave his creditors to mourn his sudden departure.

Mr. Hogan, who was making an appeal to the retailers to support a bill which was before the legislature of Missouri, concluded his article as follows: "The Bulk Sales law will better trade conditions in every community. It is to your interests to support it."

While the enactment of a bulk sales law in Ontario would not eliminate the itinerant merchant who works such harm in a community, yet it would undoubtedly tend to curtail his ramifications.

Carelessness is a costly item in the expense account of many merchants.

Opportunity to Master Card Writing. We have just completed arrangements for a series of articles on show and window card writing. The man who will prepare them is one of the most competent card writers in Canada, and each article will give a lesson in the art which is now becoming so important in every up-to-date store.

Even those who are fairly proficient in the art of card writing will find the series helpful, for in card writing, as in nearly everything else, no one has reached the point beyond which it is not possible to make further advancement.

To clerks the art of card writing opens up a field of practically unlimited possibilities.

The first of the series begins with this issue, and we would strongly recommend that they be carefully studied by employers and employees alike.

Those who have not yet acquired facility in card writing should diligently apply themselves to the task of working out the instructions contained in each article.

As these series will run for some time everyone who follows the course of instructions laid down will soon have acquired a fair measure of proficiency.

The lessons will be so plain and simple that the veriest tyro will be able to follow them.

In business there should be a time for thinking as well as a time for working.

Salaries of Clerks It is a common complaint of clerks in all lines of trade that too frequently employers do not increase their salary until they ask for it.

There are undoubtedly certain clerks to whom increases are scarcely due. They are the type who do not improve with years of service. They are about as efficient as they were five years ago. Experience has taught them nothing, and unless they mend their ways it never will. They study neither their employer's welfare nor their own. They think they are poorly paid. As a matter of fact they are overpaid. A poor clerk is dear at any price. And all clerks who do not study to increase their efficiency, and therefore their value to their employer, are poor clerks. Thistles do not produce grapes.

While this is undoubtedly true, it is equally true that there are many clerks who are not receiving the remuneration for their services that their ability demands. That explains why in a store here and there there is always a procession of new clerks coming in to take the place of the good ones who have gone out to accept positions with better remuneration elsewhere.

In certain business establishments that might be mentioned it is a common practice for clerks to pretend, in order that they may obtain an advance, that they have an offer elsewhere. Against such practices condemnation cannot be too strong, and in the long run must work to the detriment of those who resort to them. But the employer whose policy encourages such practices is not without blame.

There is such a thing as dishonesty in paying salaries as dishonesty in selling merchandise. The clerk, as well as the laborer, is worthy of his hire.

A good many business men, when employing new clerks stipulate that if they make good they are entitled to a certain fixed yearly increase. This has generally been found to work satisfactorily. To the clerk it means sure and certain hope of increased remuneration; to the merchant it means greater likelihood of holding good clerks. Others have found satisfaction in a system of percentages on sales. One thing is certain, almost any system is better than one which provides for no increase in the salaries of clerks until they petition for them. It is satisfactory to neither employers or employees.

A. A. BITTUES BEREAVED

Mrs Bittues, wife of Mr. A. A. Bittues, managing director of the Gillette Safety Razor Co. of Canada, Montreal, died at Boston, Mass., on Oct. 23, after a long illness at her home in the latter city. Scores of letters and telegrams, received by Mr. Bittues expressing their condolences, indicate the brotherly regard in which he is held by hardwaremen in all parts of Canada.

Loyalty To Canadian Made Hardware

This was the subject matter of most of the speeches at the Interesting and Happy Banquet of the Canadian Wholesale Hardware Association—Annual Business Meeting of the Association was Uneventful—A. E. Prudhomme is President and T. B. Williamson Vice-president.

The annual banquet of the Canadian Wholesale Hardware Association is always a happy event. The success of a banquet depends only in part, and that a small part, upon the menu. Its success chiefly depends upon the character and disposition of those who attend. At the annual banquet of the Wholesale Hardware Association there is nothing wanting in this respect. Those present are always good fellows with a decided disposition towards having a good time.

The banquet held in the King Edward Hotel on October 16, at the close of the annual convention, was up to the usual standard of quality, both in the menu and in the spirit of those present.

Covers were laid for seventy, and those who sat down at the daintily decorated tables were representative of the wholesale, manufacturing, travelling and retailing branches of the trade.

Mr. W. J. Lawson, the retiring president, was toastmaster until toward the close of the banquet, when he handed the reins over to Mr. W. Starke, who kept things going till midnight.

Canadian-Made Hardware

After that of "The King," the first toast on the list was of course that of "The Guests," and the golden thread which ran through the speeches of most of those who responded was the importance of handling Canadian-made goods in order to develop Canadian manufacturing industries.

Hon. J. R. Stratton, representing the Peterborough Lock Manufacturing Company, was the first to respond, and for a man who was said by one of the Toronto evening papers to be seriously ill he looked and did remarkably well. In fact he didn't know he was ill until he read the announcement in the Toronto paper. He said he believed in the preference, and particularly the preference that gave the business to Canadian manufacturers. Laughter and applause of course followed this little sally. He held that the Canadian manufacturers of lines appertaining to the hardware trade were rapidly making their way to the point where they would ultimately be able to supply nearly all the hardware required.

Loyalty and Business

"If the hardware jobbers and manufacturers of Canada will be loyal to each other you cannot keep this country back," was the trite sentence Mr. Robert Hobson, of the Steel Co. of Canada, got off amid much applause. He said he had not, however, any complaint to make against the wholesale hardware trade. They had been fairly patient with his company when orders, on account of the activity of trade, were slow in delivery. The quietness which at present existed in trade was, he thought, only temporary.

One of the nice little touches in Mr. Hobson's remarks was his kindly reference to the unavoidable absence, through indisposition, of the "Dean of the Hardware Trade." Mr. Wm. Vallance, of Hamilton.

"All manufacturers," said Mr. Cyrus Birge, of the Steel Co. of Canada, "love the jobber. Bear this in mind. (Laughter). But we would prefer that you keep your money in Canada by buying Canadian-made goods."

A Member of Parliament's Logic

Lieut.-Col. John A. Currie, who in business represents the Imperial Steel and Wire Co., Limited, and in Parliament the north riding of Simcoe, also made [illegible] of Canada industrially the theme of his speech. He thought that instead of investing Canadian money in Mexico, Porto Rico and Brazil, it should be kept at home for the development of home industries. The fact that the trade balance was so much against Canada proved the necessity for buying more of the products of the home factories. At the same time he pointed out that, owing to defects in manifests, Canada did not get all the credit that was her due for the value of her export trade.



Retiring President, W. J. Lawson.

Major Arthur Hatch, of the Canada Steel Goods Company, Limited, Hamilton, after paying a tribute to the Wholesale Hardware Association and their retiring president, launched into story telling, for which he is famous. To say that he kept those present in roars of laughter is almost needless.

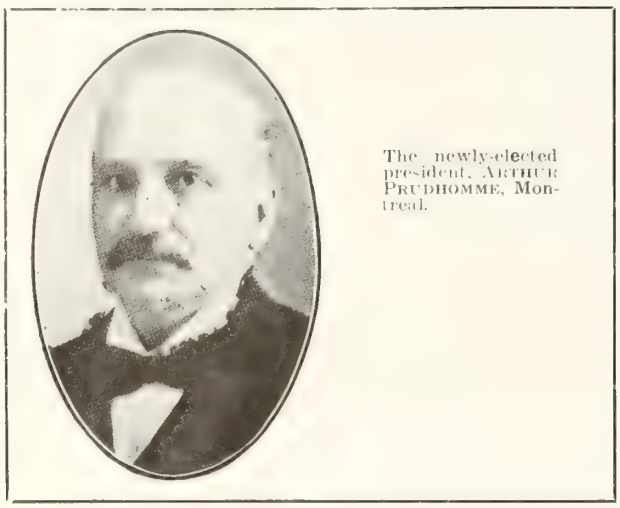
Mr. A. W. Clark, of the Canadian Yale and Towne Company, who was introduced as an American who had come into Canada to help build up its industrial life, in a few brief and pointed words expressed the faith that was in him in regard to the industrial future of the Dominion in general and that of his company in particular. His remarks were warmly applauded.

Mr. J. Maxwell, of D. Maxwell & Sons, St. Mary's, urged jobbers to give their preference to Canadian-made goods. "Let me tell you this," he added, "if I cannot sell my goods through the jobbing trade, then I'll do it in another way."

After insistent demands both Mr. T. Williamson, the new vice-president of the Canadian Wholesale Hardware Association, and Mr. James Hardy, the secretary, made brief and happy speeches. The latter in his remarks made reference to the effect the Wholesale Association had had in improving the social relationship of those engaged in the jobbing trade.

Mr. Occomore, Talks of Retailers and Catalogues

"Sister Associations," brought Mr. H. Occomore, Guelph, president of the Ontario Retail Hardware and Stove Dealers' Association, to his feet. He spoke in a



The newly-elected president, ARTHUR PRUDHOMME, Montreal.

decidedly optimistic vein. The retail dealers throughout the Dominion were undoubtedly becoming more progressive. This was reflected in the improvement which was so apparent in their business methods. Without the retailer it would be a poor outlook for the jobbers.

"If the wholesalers are not making money," he said amid laughter, "I don't see how the retailers possibly can."

One thing Mr. Occomore urged upon the manufacturers and wholesalers was the necessity of making their catalogues more uniform and the information they contain more complete. "Do you know," he said, "that 50 to 60 per cent. of the catalogues we get are practically of no use whatever."

Both manufacturers and jobbers sat up and took notice when Mr. Occomore made this sally.

The Hardware Exhibition in Ottawa

Mr. M. R. Griffith, of the Johns-Manville Co., and president of the Canadian Hardware Manufacturers' Exhibitors' Association, in his prefatory remarks, dealt with the trade situation, expressing the opinion that business had been developing during the last few years at such a rapid rate that a check was necessarily in order.

Naturally Mr. Griffith could not miss the opportunity of drawing the attention of those present to the exhibition of Canadian-made hardware which is to be held in Ottawa in February. And he did not miss it. Those who listened to his remarks are not likely to forget them. The words "Exhibition" and "February" will remain fixed in their mind.

It fell to the lot of Mr. A. A. Bittues, of the Gillette Safety Razor Company of Canada, to respond to the toast of "The Ladies." He thought a certain gentleman present who was the father of twins should have replied to this toast, and then he reverted to the subject of manufacturing in Canada, and to the subject of the jobber as the logical distributor of the manufacturer's products.

THOSE AT THE BANQUET

Birge, C. A., Steel Co. of Canada, Hamilton.
Boyd, George, Steel Co. of Canada.
Brunke, F. C., N. S. Steel Products, Toronto.
Britton, C. E., Cowan & Britton, Gananoque.
Bittues, A. A., Gillete Safety Razor Co., Montreal.
Currie, Col., Imperial Steel & Wire Co., Collingwood.
Cummer, W. L., Cummer-Dowswell, Ltd., Hamilton.
Clark, A. W., Yale & Towne, St. Catharines.
Clucas, Henry, Canada Paint Co., Toronto.
Carrick, W. H., Hamilton Stove & Heater Co.
Crowdy, G. J., James Hutton & Co., Montreal.
Coulson, R. B., Dominion Iron & Steel Co.
Dowling, J. W., Manager Caverhill, Learmont & Co., Montreal.
Edmonds, W. L., Hardware, Stove & Paint Journal, Toronto.
Frame, S. J., Jenkens & Hardy, Toronto.
Gartshore, Col. Wm., McClary Manufacturing Co., London.
Gilverson, A. E., Rice Lewis & Son, Toronto.
Griffith, M. R., Johns-Manville Co., Toronto.
Greening, H. B., Greening Wire Co., Hamilton.
Howland, Peleg, H. S. Howland, Sons & Co., Toronto.
Hobson, R., Steel Co., of Canada, Hamilton.
Hubbard, H. P., E. C. Atkins & Co., Hamilton.
Hodgson, T. F., Steel Co. of Canada, Toronto.
Hardy, J., Jenkins & Hardy, Toronto.
Hough, A. H., Canadian Tube & Iron Co., Montreal.
Howden, N., D. H. Howden & Co., London.
Hatch, A. F., Canada Steel Goods Co., Hamilton.



H. OCCOMORE, Guelph, president of the O.R.H. and S.D.A. who spoke on behalf of the retail trade.

Jeannotte, A., Montreal.
James, G., Wood, Vallance & Co.
Knott, C. G., Steel Co. of Canada, Toronto.
Lawson, W. J. Rice Lewis & Son, Toronto.
Lemieux, J. E., N. Lemieux & Fils, Quebec.
Lemieux, Victor, N. Lemieux & Fils, Quebec.
Lind, W. J., Independent Cordage Co.
Lorriman, J. G., Hardware & Metal, Toronto.
Maxwell, J., D. Maxwell & Sons, St. Mary's.
Macpherson, A. G., Montreal.
Merriman, R. H., Hamilton.
Moneur, J. W., Ontario Lantern & Lamp Co., Hamilton.
Macdonald, F. E., Rice Lewis & Son, Toronto.

Morell, M., Dominion Iron & Steel Co., Toronto.
MacLean, Colonel, MacLean Pub. Co., Toronto.
McGhie, Charles G., Welland Vale Manufacturing Co.
Occomore, H., President Ontario Retail Hardware and Stove Dealers' Association, Guelph.
Ptolemay, Col., P. L. Robertson Manufacturing Co.
Reed, R. H., Consumers' Cordage Co.
Reade, J. B., Kennedy Hardware Co., Toronto.
Rowland, A., Steel Co. of Canada.
Ross, J. H., Remington Arms Co., Toronto.
Mr. Batty, Henry Disston & Son.
Stratton, J. R., Peterborough Lock Mfg. Co.
Starke, W., Starke-Seybold, Ltd., Montreal.
Steveley, J., Canadian Handle Manufacturing Co.
Sampson, W. T., Gananoque Spring Axle Co.
Springer, W. C., Springer Lock Manufacturing Co.
Stewart, M., Toronto Nail & Tack Co.
Thurber, E. M., Nicholson File Co.
Taylor, Adam, Taylor-Forbes Co., Guelph.
Taylor, A. W.
Vallance, W. J., Wood, Vallance & Co., Hamilton.
Wood, W. A., Wood, Vallance & Co., Hamilton.



MAJOR A. T. HATCH
Who added new laurels to his reputation as a story-teller



D. H. HOWDEN
London, a new member of the executive

Williamson, T. B., H. S. Howland Sons & Co., Toronto.
Webber, J. H., Steel Co. of Canada, Toronto.
Wrigley, W., Hardware, Stove & Paint Journal,
Whitivam, C. A., Hobbs Hardware Co., London.

Visit to Hamilton

One of the most interesting events in connection with the convention of the Canadian Wholesale Hardware Association this year was the trip to Hamilton on October 17, under the auspices of the Steel Company of Canada, Limited.

At the banquet on the previous night Mr. Hobson, vice-president and general manager of the company, extended an invitation to those present to accompany him on a visit to the plant at Hamilton.

About thirty accepted the invitation, who, when they arrived at the station the next morning, found a car reserved for them to take them to their destination.

On arrival at Hamilton, the party were escorted through the blooming mill, continuous billet mill and continuous rod and merchant bar mill. This mill, which was only started last spring, combines all the latest improvements in rolling mill design and operation, and as a unit it is claimed to reach the highest development of more recent steel rolling practice. It is electrically driven throughout.

Next, the six open-hearth furnaces were visited, where the process of casting billets of 4,200 pounds was watched with interest. Then the business offices of the company were visited where the guests were not



M. R. GRIFFITH
Who answered for the Hardware Manufacturers Exhibitors' Association

only allowed to inspect the offices themselves, but to study the admirable system employed for keeping records of business and costs.

Motor cars next conveyed the guests to the plant of the Canada Screw Company (one of the subsidiary companies of the Steel Company of Canada) where



A. A. BITTUES
Who responded on behalf of "The Ladies"

they were given an opportunity of studying the interesting process by which wire rods are turned into wire, wirenails, screws and bolts.

But this was not all that "Mine Host" the Steel Company of Canada had in store for their guests. From the plant of the Canada Screw Company they

were motored to the Hamilton Club, where they partook of a most elaborate luncheon. With Mr. Hobson as toastmaster, there followed a season of speech-making, during which sincere thanks were expressed to



Taking a little "airing" at Windsor, N.S. The man with the cap on the left is Mr. Harry Wright of E. T. Wright & Co., Hamilton, talking to a friend at the C.M.A. Annual Meeting last month.

Mr. Hobson in particular and to the Steel Company in general for the entertainment provided.

"This day has been a liberal education to me," remarked one hardware man toward the close of the day. "To me too," added all who were within sound of his voice. And no doubt it was.

WHOLESALE HARDWARE CONVENTION.

The annual meeting of the Canadian Wholesale Hardware Association was held in the offices of Jenkins & Hardy, at Toronto, on Thursday, October 16. The business transacted was purely of a routine character.

When President W. J. Lawson, who was chairman of the various sessions, called the meeting to order on the opening day, there were present members representing the ten following Canadian jobbing houses: N. Lemieux & Fils, Quebec; Caverhill, Learmont & Co.; L. H. Hebert & Cie, Stark-Seybold, Ltd., Montreal; D. H. Howden & Co., Ltd., Hobbs Hardware Co., Ltd., London; Wood, Vallance & Co., Hamilton; Rice, Lewis & Son, Ltd., H. S. Howland, Sons & Co., Ltd., Kennedy Hardware Co., Ltd., Toronto.

In his opening remarks the president thanked the members of the Association for electing him to office and also expressed his gratitude for the co-operation they had shown during the past year. For his part he would always do his share of the work of the Association whether in the ranks as an ordinary member or when any duties fell to his lot.

The election of officers resulted in the following jobbers being placed in charge of the Association's work for the coming year:—

President—A. Prudhomme, A. Prudhomme & Fils, Ltd., Montreal.

Vice-President—T. B. Williamson, H. S. Howland, Sons & Co., Ltd., Toronto.

Executive Committee—G. C. Davis, Frothingham & Workman, Ltd., Montreal; Joseph W. Dowling, Caverhill, Learmont & Co., Montreal; D. H. Howden, D. H. Howden & Co., Ltd., London; Victor Lemieux, N. Lemieux & Fils, Quebec; and J. B. Reade, Kennedy Hardware Co., Toronto.

Secretary-Treasurer—Jenkins & Hardy, Toronto.

Mr. Prudhomme, the newly-elected president, was unable to attend the gathering of the Association, having had the misfortune to fall down the elevator shaft at his Montreal warehouse, some ten or twelve feet, a few days previous to the meeting, receiving a severe shaking-up. At latest report he was improving

THE NEW VICE-PRESIDENT.

T. B. Williamson, who has come into the limelight as vice-president of the Canadian Wholesale Hardware Association, while young as far as years go, is old as far as experience in the hardware trade goes. His experience in the hardware trade began in Scotland, the land of his birth.

When he came to Canada something like twenty-five years ago, he entered the employ of Risley & Kerigan, who did business at the time on Front street west. When that firm's business was absorbed by that of M. & L. Samuel, Benjamin and Co., Mr. Williamson was absorbed as well, becoming one of the latter's traveling staff. He filled a similar position with H. S. Howland, Sons & Co. when they purchased the wholesale hardware branch of M. & L. Samuel, Benjamin & Co. A few years ago he became assistant buyer in the same firm, and when the late Thomas Dexter,



T. B. Williamson, Vice-President

his brother-in-law, died about eighteen months ago he succeeded him as buyer.

Mr. Williamson is a hard and aggressive worker who knows the hardware business from A. to Z., and it naturally follows that we may expect him to show forth the same qualities in filling the office of vice-president of the Canadian Wholesale Hardware Association.

Collins' Course in Show Card Writing

One of a series of Articles specially prepared for this journal.

The marvelous strides made in advertising in the past few years have created a tremendous demand for letterers and show card writers. That show cards have become a potential factor in all retail stores is now generally conceded by all progressive and up-to-date business men. For window displays they lend an air of completeness akin to the finishing touches an artist completes his picture with. They are capable of saying "much in little," and silently saying it all the time they are on display. In fact many merchants recognize show cards to be as important a part of their business as their newspaper advertising or the hiring of proper help.

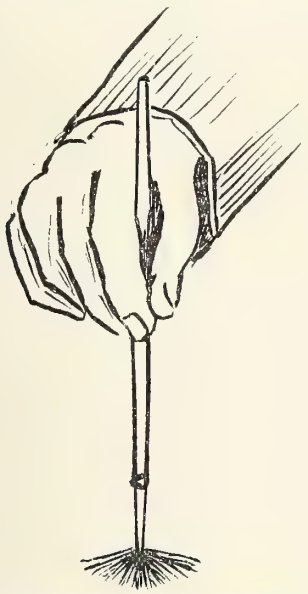


Fig. 1.—Actual size of brush required.

There are many people who possess enough of the necessary talent to become very proficient in this most interesting, fascinating and remunerative art, if they had the opportunity to obtain instruction. The demand for good show card writers far exceeds the supply. The young man who can letter and write a neat and attractive show card and price ticket, is not only in a position to secure and hold a situation, but will be able to command a better salary than if he lacked these qualifications.

This course will give a series of lessons so plain and understandable that beginners will have little difficulty in making rapid progress right from the start. The aim will be the greatest possible advancement with the least possible effort. The clerk or student in card writing has not an abundance of time at his disposal, therefore it is important that the most rapid progress be made. So this course is designed to assist the student to become proficient in the work in the most rapid manner, for "Time is the essence of a card writer's success," to paraphrase a legal sentence.

Material Needed

There is little material needed for beginners, even though we shall aim to get them started as soon as possible with actual work. For practice work procure some sheets of manilla wrapping paper or blank newspaper; a ruler; pencil and good rubber. You will require two or three red, sable brushes that will work nice and flat. These brushes are sized by numbers, but unfortunately there is no standard and no two makers number of size their brushes the same. You will need them to work from one-sixteenth of an inch in width to half or five-eighths of an inch. With a little practice you will be able to manipulate a brush to work at various widths. For example, the brush with which you can do a 5/8 in. stroke you will be able to do a 1/4 in. stroke. Figure 1 shows the actual size brushes you will need. These will guide you in making your selection. Do not buy cheap brushes. The



Plate 7.—Plain block capitals and numerals. How stroking is done.

expensive brushes work the best and most rapidly, wear the longest, give the best all round satisfaction, and are by far the cheapest in the end.

Making the Colors

All the colors you will need for awhile is black. You can make a splendid jet black color that dries quickly, flows freely, and leaves an intensely flat, black surface.



Fig. 2.—Spread of the brushes.

Take shellac, 4 oz.; borax 2 oz.; water one quart, and boil till disolved. Add 2 oz. gum Arabic disolved in hot water. (3 or 4 oz. of liquid mucilage will answer). Add lamp black, about 2 oz., and dissolve about a half package of black dye according to directions on the package, and stir it into the mixture. Boil this for five minutes and strain through a coarse cloth when sufficiently cool to handle.

Styles of Letters

It is important that the styles of letters show card writers should use should be those that can be easily and quickly made, as this will insure rapidity. The beginner is too liable to make too fancy letters and too fancy cards. It must be remembered that the cards most in demand to-day are those plain in character, that can be read at a glance. They should be lacking in fussiness, for the main object of a card is to make an announcement. If the card is made too artistic, or fussy, or over elaborate in design, then the attention is detracted from the main object of the card —the announcement—to that of the artistieness.

The styles of letters shown in Plates 7 and 8 are exceptionally good for practice work. It can be said that these two styles are the foundation of all other alphabets or styles of letters. Any fancy letters used are but embelishments of these. Capital letters are known as "upper case," and small letters as "lower case." Names of letters or different styles of alphabets are hard to determine, as authorities differ on this matter. However, the name of a letter is not so important as its proper formation. Plate No. 7 is called by some, the Egyptian type, by others, the "Plain Block."

For practice, take your scribbler or other plain piece of paper, and rule top and bottom lines about ¾ of an inch apart. Then make the alphabet with single strokes of your lead pencil. This is to familiarize yourself with the formation of the letters. After you are quite sure of the formation, try to make them with your brush. Rule upper and lower lines about three inches apart on your manilla or other paper. Lay out roughly, with single strokes of the lead pencil, the letters you wish to make. DO NOT lay the letters out carefully with the pencil. Merely a suggestion of the shape. The letters of Plates 7 and 8 were all made with the brush without one stroke of a pencil lay-out, except the upper and lower ruled lines. Take your widest brush and after dipping into the color spread it out well, as shown in Fig. 2, turning it gently back and forth as you press it down. This will make it stay in a "spread" shape or flat, which is necessary for good work. After dipping your brush in color always flatten or smooth it out on a piece of cardboard. Note this



Fig. 3.—Materials and how to begin work.

piece of board in Fig. 3. Turn one edge of this card up about ¾ of an inch, and cut two or three V-shaped notches in it to lay the brushes in when not in use. This prevents them from rolling over your work or onto the boor. The top of your work table should be about level with the bottom of your elbows when



Plate 8. Lower case alphabet of plain letters.

you are steated at work. This gives you great freedom with your arms. Now take the brush in your hand, as shown in Fig. 3, and proceed to make the letters you have roughly laid out with the pencil. Note the arrow marks on the alphabets of Plates 7 and 8. These are numbered in the order the strokes are to be made. A quick movement is best in making the strokes as it not



Mr. W. S. Fisher, of the Enterprise Stove Co., Sackville, N.B. snapped at New Glasgow. Mr. Fisher, whose home is in St. John, did much to make the visit of the C.M.A. to that city and the trip up the river a pleasant one.

only gives you speed, but you will learn to make a straighter line than if you made the movement slowly. These letters were all made with one stroke of the brush. For letters of this size, rest your brush hand on the other one, as shown in Fig. 3. This position has many advantages. It gives you great freedom of movement. It also raises your brush the proper height from your work, which is very important in working large letters. Practise these letters in Plates 7 and 8 until you are very familiar with their construction.

Never leave your brushes for any length of time after using without thoroughly cleaning. Do this with clear, cold water by shaking them in it and drying with a cloth.

BUYING AGENCY FOR MERCHANTS.

The interest the retail merchants of the province are manifesting in the co-operative buying and selling plan inaugurated by the Canadian Merchants' Agency, Ltd., of Toronto, insures the success of the undertaking. Already over 250 merchants have joined the agency, and it is confidently believed the 500 notch will be reached by Christmas.

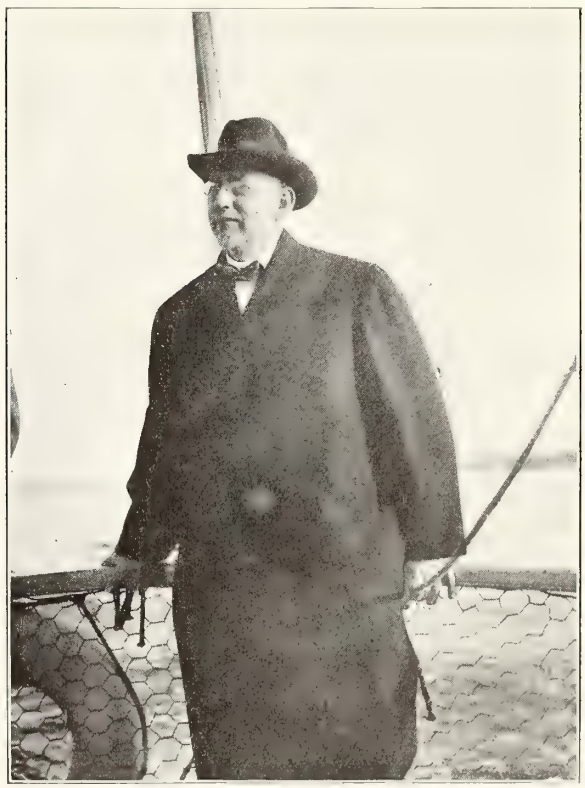
The purpose of the agency is to help the smaller retail merchants fight the catalogue houses by means of catalogues listing the lines contracted for at the retail prices at which they are to be sold. These catalogues, which will bear the name of the merchant, will be sent out to him for distribution among his customers. The merchant gets the orders and sends them on to the company. The company then attends to the forwarding of orders.

In the introduction to a circular issued by this company they say:

"The greatest menace to the success of the retail merchants to-day is the invasion of their localities by the mail order houses. The time will soon come when the merchants must either, to a certain extent, change their methods of doing business, and co-operate, or in many cases face a serious struggle for existence.

"It is questionable whether any commercial tendency produces such far-reaching and evil effects as the widespread practice of buying outside one's own community. The very life-blood of the community is its trade; the distributing of its produce and the supplying of the needs of the people. Let this trade decrease and the life of the community decreases with it. Everyone in the community must suffer from it. The deadening effects of decreasing local trade soon follow to an alarming degree in every line of business. Let the remedy be found to keep local trade at home and much will have been done to awaken life in the country districts.

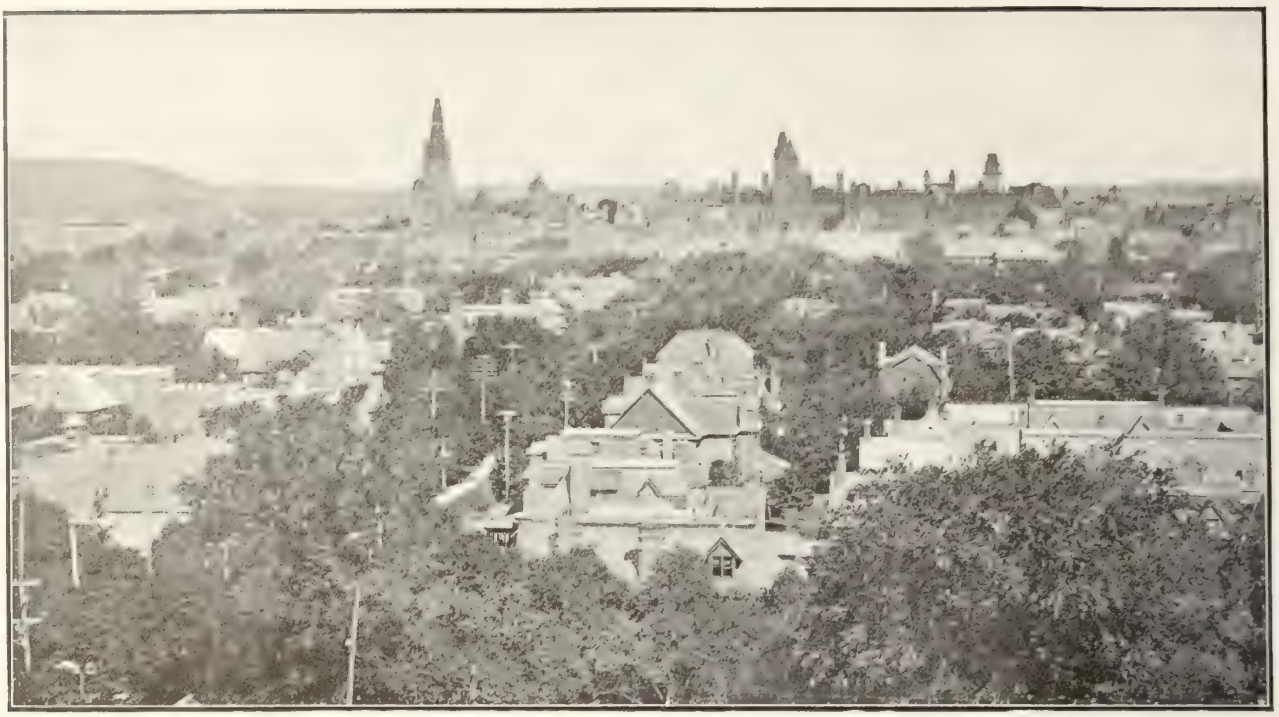
"The purpose of this circular is to show by what methods the trade of the town and country is being



Mr. J. A. McMahon, of the Union Drawn Steel Co., Hamilton, "snapped" while attending the annual meeting of the C.M.A.

drawn more and more to the large centres, and how the Canadian Merchants' Agency, Limited, proposes to assist the local merchants to retain this trade. Various methods have been suggested, and many of them tried, but this condition has remained unchanged. The reason is that local merchants have not sufficiently recognized the principles underlying the success of the mail order business."

Only those who belong to the organization will be able to buy from them. A percentage charge of only 5 per cent. over factory cost will be made for purchases. Catalogues will be charged for at the actual cost of printing.



A Glimpse of Ottawa, Where Will be Held Next February the Big Hardware Convention and Exhibition.

TO STOVE AND HOUSE FURNISHERS

By H. Occomore, Guelph

In my opinion, every stove and housefurnishing merchant should attend the coming convention. If he is alive to his own best interests he cannot afford to do otherwise.

The exhibition feature is something that no merchant in our line of business can afford to lose this year. That alone will more than repay him for the time and expense incurred. Besides that the work that the asociation is aiming to accomplish should appeal to every stove and housefurnishing dealer and should make him feel that he is not going to stay home and be like a sponge, taking all and giving nothing (unless squeezed), but will attend the convention and rub shoulder to shoulder with his fellow dealer, and do a little free trading in ideas regarding business methods. It pays. The very fact of getting away from one's own business for a few days acts as a stimulus for all the rest of the year.

THE CITY DELIGHTFUL

Of Ottawa's beauty the following description by John Mayvier in "See America First," under the title "The City Delightful," should prove interesting to those contemplating visiting the capital city during convention week.

"The first glimpse one gets of Ottawa doesn't tell its story. The bustling crowds, the jangling cars, and the imposing but up-to-date business blocks are all very characteristic in their way, but too matter of fact. The Ottawa that won my heart as completely as any city a decade of travel has set before cannot be summed up so easily.

"Stepping a little apart from the thoroughfares of commerce, I found another and very different chapter, and one that should be, though often itsn't, the sequence of the first. Broad avenues lined with great shade trees and artfully arranged parkings, revealed rows of snug houses of brick and stone, each with its comfortable garden, large or small, and bearing an unmistakable invitation to end travel and settle down to the joys of real home life, while here and there an old-fashioned dwelling, quaint and sweet with the air of other times, and tucked away in a garden as fascinating as the house, sought to convince me that I had somehow crossed the Atlantic instead of the Canadian-American boundary. This same feeling gripped me on my visits to the public markets, where the hucksters, many of the picturesque women that no one would be apt to say were young, and the majority of them French-Canadians, made a picture that was truly European, as they drew their carts up side by side and made their bids with the shopping housewives, as they meander back and forth among the carts. Scattered over the city are delightful little parks and breathing-places for the work-a-day world. That they are an inspiration to the youthful romper, and the tired wage-earner alike, I can have no doubt; while the stately parliament buildings that crown the point at the junction of the Rideau Canal and the Ottawa River, with a bewildering group of pinnacles and spires lifted from among noble trees, and a wealth of flowers, should be a joy forever. The view from here, with the river droning below, and the dull blues and greys of the Laurentian hills in the distance, is not one to be quickly forgotten. The slope to the water's edge is richly wooded and skirted with a "Lovers' Walk," cut through a tangle of tree and vine.

"Fringing the canal lies Major Hill Park, the envy of any city beautiful. Following along the canal to Dow's Lake, crossing the lake on a fine concrete viaduct, passing the Royal Observatory and Experimental Farm, then winding back to the city again, is 30 miles of the most beautiful driveway I have seen. This is the supreme achievement in the work the Ottawa Improvement Commission has done to dress the city for its high office as Capital of the Dominion. This is surely worth a trip across the continent to see—how many have crossed the Atlantic for less!"

If contemplating attending the Ottawa convention, better make reservations now, as inquiries are coming in fast. Write to-day to F. M. Tobin, Woodstock; W. Wrigley, Toronto, or J. A. Beaudry, Montreal, for application forms.

Christmas Holiday Trade Quickening Methods

Some suggestions gathered from a variety of sources that may help the hardwareman to get business during the festive Christmas season.

There are many lines of goods that the hardware store can put in, and there are many things that the hardware dealer can do to call attention to those lines, that will quicken the Christmas trade.

First, writes one authority, the line: Mechanical and electrical toys and opportune scroll saws, etc., make a very satisfactory line to handle at Christmas time. Many parents prefer nowadays to give their children something of real educational value, and a host of children, especially boys from ten years up, prefer a Christmas gift that will develop their ingenuity or skill rather than something that is merely a toy.

Cutlery, of course! It used to be said that giving a knife means severing friendship, but hardware dealers who carry fine cutlery at Christmas find that so far as trade is concerned there is very little to that superstition. A beautiful pair of scissors is one of the acceptable gifts for a woman, and no man ever turns up his nose at a fine knife.

Tool chests are splendid trade catchers. Formerly a tool chest was a child's toy—now it's a practical thing that will delight the soul of the average householder.

Special cases of tools for men—or someone of the substantial household articles (that many women would not think they could buy in other seasons) are certain to make the eye of the recipient glisten at Christmas.

Stock seasonable goods and you are absolutely sure to get in on the Christmas trade.

Now that you have the lines—the next thing is to call attention to it.

Put it down as a cardinal principle that at Christmas time people are looking. Thousands upon thousands of people are upon the streets with no definite objective point in view—no definite article that they want to buy. They merely have in their mind some person or persons for whom they want to buy a gift—and they are looking for that gift.

Catalogues of holiday goods, or folders, giving a partial list of goods, are sure to bring returns. Suppose you do as some of the big stores are doing to-day—make parallel lists, in a folder, of gifts which you have in stock and which are suitable for certain classes. For instance, have a column of gifts headed "Gifts for a Man," another "Gifts for a Woman," another "Gifts for the Boy," another "Gifts for the Girl." Send these out to all the people on your books and they will unquestionably more than pay for themselves if the subject is well presented.

Now, as to the store: Remember, again, that people are looking. Have something in your window that moves and that will catch the eye. Once attract the eye and you will have many a person stop to look at the lines of goods that you have in the window.

If it is not something so elaborate as a great mechanical toy—such as a train of cars, with tunnels, etc.—let it be a handsome revolving stand filled with cutlery. There is infinite opportunity here for the exercise of ingenuity.

Fill your window with seasonable goods, with the prices well displayed—and you will find that the people will come inside. And when they come inside, let them find a store that looks like a holiday store. Clear your regular lines of hardware out of the way as much as you can and give up the aisles to Christmas display.

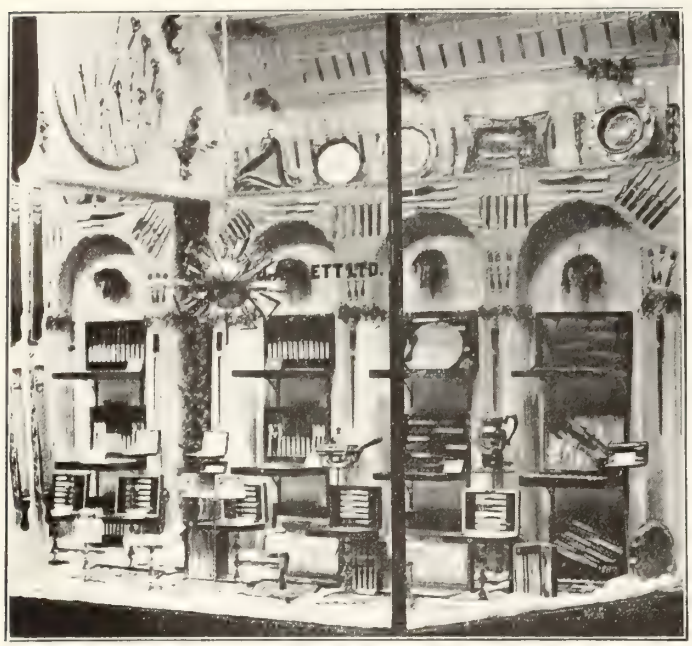
Put little articles—articles of small cost—up to the front, and work back to your more expensive exhibits. A good many people are "scared" if they step into a store and see a costly article facing them—it's beyond the reach of their purse, perhaps. They are apt to



How Latham's Hardware at Moose Jaw, Sask., attractively set out and display cut glass and presentation goods inside their store. All their other lines are just as attractively displayed.

think that everything in the store is too expensive for them, and to turn around and go.

And remember this—that every time you get a person into your store, every time you make a sale of a good article, you are doing something more than just making a profit—you have advertised your store. That is, if the goods are right. This is one of the values of the Christmas trade. The multitude is out shopping,



A splendid example of Christmas window dressing made by Roy C. Gilman for J. A. Flett, Ltd., Vancouver. The goods displayed include cutlery and metal ware.

and if you get a large part of that multitude into your store, you familiarize future possible customers with your store.

Bear in mind, too, as one sound reason why you should get every dollar's worth of the Christmas trade that you can—that it is (generally speaking) a cash business. Unlike so many transactions in staple hardware, you don't have to put it on the books and wait indefinitely for your money.

Hardware dealers are learning that the tendency to buy good stuff at Christmas is strengthening every year and that every year there is greater stability in the Christmas trade—and therefore there is greater reason every year why the hardware dealer should go after the Christmas trade.

Develop Holiday Trade Enthusiasm

By W. J. Illsey

Every clerk should be enthusiastic over Christmas business. He can make the year's business a big lot more profitable for his employer by selling more of the lines sold usually only at Christmas time. Not one of the thousands of your hardware men need to be backward in doing his part. Every successful man loves to sell goods. Every good salesman enjoys selling the Christmas lines specially. The goods you like to sell are those you will sell invariably. Then there is the much dreaded stocktaking time almost everywhere following immediately after the Christmas business is over.

By persistent enthusiastic endeavor you can reduce your stock a big lot during the month previous to December 25th. Your increased sales will count in the employer's estimate later when he is figuring upon who deserve a raise in salary.

Everywhere hardware men are becoming more eager for Christmas business. It's up to the clerks to help make the sales bigger. Get busy, keep busy, don't stop and you will surely make for larger results in the year's turnover.

Some reasons why clerks do not help make Christmas business big:

They are not feeling "Christmassy" in the way of genial good feeling toward all patrons of the store.

They do not exert themselves to show plenty of goods and make suggestions.

They think that customers should have their minds made up before they come in. They cannot interest more than one customer at a time. It is very simple indeed to speak to an extra one or two and tell them you will serve them very soon.

But the clerks who do make big sales at Christmas time are the live, energetic, pleasant chaps who never are too busy to show goods, who are always in a bright, pleasant mood, who know that making gift selections is hard for some, and therefore they must do a lot of aggressive work.

Some may say that a clerk should always attend strictly to one customer at a time. The writer's experience is quite different. The customer who takes offence



An unique Christmas goods display stand made of packing cases by W. Wing of Bennet & Son, Gananoque, Ont.

at your speaking to another to inform him that he will soon be served, is a rare one. As many as three have been served at the same time, while two or three others were kept in good humor by being spoken to.

Don't get excited—work all the time during the rush—be agreeable, quick and accurate and you will handle big crowds with the greatest of ease.

A HOME-MADE DISPLAY STAND

The display stand shown herewith was used for showing Christmas goods. It was built by W. Wing, with Bennett & Son, Gananoque, of packing cases, and is

ten feet square. The shelves run up in tiers as shown, and were covered with white cheesecloth.

The canopy was made by strips of wood, the main strip forming a square the size of the lower shelf. Another square the size of the second shelf was hung 18 inches lower than the main strip. The top of the canopy is a bicycle rim. Green and white tissue paper strips formed the roof and the canopy was supported by four columns made of stove pipes.

The effect was very pleasing and arrested the attention of customers immediately upon entering the store. A nice display of brass, nickel and other goods were shown, and the many sales made more than paid for the extra labor involved in building the stand.

EARLY HOLIDAY BUYING

Now is the time to get busy and think of suitable Christmas goods window displays. Coffee percolators, alcohol stoves, and other brass goods, silverware, skates, cutlery, etc., should all be brought to the fore. Don't leave the work till the week preceding Christmas to show goods.

Make the public get the "shop early" habit and avoid the rush at the last minute.

People start long before December 25th to think what gifts they will buy, and any suggestions offered in the way of display are well received.

MESSAGE FROM SANTA

J. F. Cairns, Saskatoon, last year began early to attract the attention of the young people to the fact that his store would be headquarters of Santa Claus. On Nov. 9th, he ran in his advertisement, in typewritten form, a message purporting to be from St. Nicholas, as follows:

"Have just shipped a solid carload of toys, dolls and holiday goods. Make room to receive same. Will make your store, as usual, my headquarters while in Saskatoon."

"This wireless message," read their advertisement, "was received from Santa Claus a few days ago, which means we have got to get good and busy and to make room for this carload. This message also means to every little boy and girl in Saskatoon, that from now on they will have to be on their very best behavior, as that cute old fellow will have his eagle eye on you and mark down all your bad deeds in that wonderful book of his. You know Santa never calls on bad little boys or bad little girls—so be good—'just as good as any little girl or boy can be.'"

PUSH THE SELLING EARLY

Men who have learned the rules of the retail holiday goods game know that it pays to push the selling early.

The store which makes no mention of holiday goods until the big display in mid-December, is seriously handicapped as compared with the store which "plays up" from early November until Christmas.

It is not of course wise to stale the big display by putting all your holiday wares on show until two or three weeks this side of Christmas.

A dealer advocates the following policy:

Buy a fairly full line of holiday goods not later than early November. Put on sale at once a good showing of china and a lesser one of the staples in dolls, toys and low priced fancy goods. Hold special sales very week or so in order to keep before the people the fact that yours is the store for holiday goods.

Increase the pressure as December approaches, broadening your display from week to week, yet holding back the great bulk until the opening proper. Be satisfied with moderate sales as yet, for all this is advertising, of which you will reap the full benefit later.

Early in December have your holiday opening, and from then on until you put up the shutters on the night of December 25th, talk Christmas goods hard. Spread out all your purchases; devote your show windows to the display of holiday wares; advertise in the newspapers and scatter hand bills.

Follow this policy and when December is here your townspeople will think of your store when they think



An excellent Christmas advertisement. It is well worded and well balanced typographically. The subjects for advertising are well selected. As the ad. says, they are useful. Original 4½ by 4¾.

of gift goods. It is not half as hard to keep people coming after they are headed your way as it is to wean them away from your competitor to whose store they are in the habit of going.

When the goods are thus forced on their attention you will find many people will purchase a holiday item early, pay for it and ask you to lay it away until the day before Christmas.

You will find the early campaign will reveal the goods that will be popular this season, in time for you to re-order, whereas had you waited until December before starting the selling, you would not have had time to replenish if you had wished to do so.

CHRISTMAS IS ON THE WAY

The hardware dealer must think of Christmas long before the public does. He must think about the articles to which he is going to give holiday prominence; about methods of presenting Christmas ads.; about preparation of ads. and literature far enough in advance so that in the rush of Christmas shopping he will not be compelled to devote a large part of his time to ad. preparation with the result of publishing ads. not up to the standard required in holiday publicity when competition puts in its hardest wallops. From past performances you will be enabled to better plan your publicity for the coming Christmas buying season.

T. P. Mason, managing director of Shaw and Mason, metal workers, Sydney, N.S., is dead.

Atlantic City Hardware Conventions

A strong representation from the Canadian Wholesale Hardware Association—National Retail Hardware Association of United States present this year.

The 25th annual convention of the American Hardware Manufacturers' Association and the 19th annual gathering of the National Hardware (Jobbers) Association, held at Atlantic City, N.J., on Oct. 29 to 31, were more largely attended than ever before, a delegation of thirteen Canadians being present, as follows:

A. Prudhomme (president Canadian Wholesale Hardware Association) and Mrs. Prudhomme, Montreal.

T. B. Williamson (vice-president Canadian Wholesale Hardware Association), H. S. Howland, Sons & Co., Toronto.

James Hardy, secretary Canadian Wholesale Hardware Association, Toronto.

Chas. C. McGhie, Welland Vale Mfg. Co., St. Catharines.

S. H. Alexander and G. F. James, Wood, Vallance & Co., Hamilton.

Herbert B. Seybold, Stark-Seybold, Limited, Montreal.

Robert Morrow, Wm. Stairs, Son & Morrow, Halifax.

A. E. Dykes, J. H. Ashdown Hardware Co., Winnipeg.

J. G. Lorriman (Hardware & Metal), Toronto.

Weston Wrigley (Canadian Hardware, Stove & Paint Journal), secretary Ontario Retail Hardware Association, Toronto.

This year's convention was attended in force by officers of the National Retail Hardware Association, past president Abbott, vice-president Mitchell, secretary Corey, and Messrs. Kruger and Hussey, members of the Trade Relations Committee, being on hand seeking conferences with the manufacturers and jobbers to urge upon them the necessity of placing retailers upon the same price basis as catalogue houses, Mr. Abbott and his associates arguing that some manufacturers quote lower prices to catalogue houses than hardware retailers, and that jobbers are increasing the cost of distribution by having too many travellers call on the retail trade. They further claim that the hardware jobbers have built up the large catalogue houses by acting as warehouse men for mail order concerns.

Last year, it will be remembered, Mr. Abbott refused to attend the Atlantic City conventions, as a result of the dispute on the price question.

This year the officials of the Retail Hardware Association asked a hearing at both conventions, and report a cordial hearing and the promise of co-operation from the manufacturers. The jobbers, however, refused to admit the retail delegation, the reason given being that their secretary, Mr. Fernley, of Philadelphia, is under indictment as secretary of the Wholesale Jewellers' Association, and until the case of the Lumbermen's Association, now charged with conspiracy in arranging prices, is decided, they could not arrange prices with the retailers, and it is a breach of the law to even discuss prices.

The retailers expressed their regrets at the jobbers taking this stand, Mr. Abbott stating that the various State Retail Hardware Associations would be informed of the unexpected action taken by the jobbers, and the retailers would be asked to raise a fund of $75,000 or $100,000 to fight through the courts the right of merchants to arrange prices which do not unduly enhance trade. The retailers also talked of encouraging systems of co-operative buying, though admitting that such plans are very difficult to work out satisfactorily in practice.

One of the topics discussed by the jobbers was "How can we reduce the cost of Distribution," the general feeling being that the increasing costs of getting goods to the dealer should be decreased in some manner. It was also generally agreed that the effect of the parcels post had not been so disastrous to the hardware trade as had been expected.

N. A. Gladding, of E. C. Atkins & Co., Indianapolis, was elected president of the Hardware Manufacturers' Association to succeed Pierrepont Noyes, of Oneida Community, Limited, Oneida, N.Y.

SANTA CLAUS WINDOW DISPLAYS

We once dressed a window, says a writer in an exchange, using for a background a fireplace. It was a framework covered with brick paper, and so constructed that a pseudo Santa Claus could come down the chimney with his pack and fill a row of stockings arranged on an iron rod with cords and pulleys, so that the stocking could be easily drawn back out of sight and emptied and then returned to be refilled later. There is such a thing as overworking this scheme, so our Santa Claus appeared mostly on afternoons at the time the children were returning to their homes from school, so it did not become monotonous and never failed to draw a crowd.

At another time the background was a hardware pipe organ and beside it a loaded Christmas tree, and there were besides other appropriate decorations. This also worked well. People would stop and study the pipe organ to see what it was made of, and see things which many of them would either then or later come in and buy. Special windows like the above we run the last week. The preceding two or three weeks, while the windows are made attractive, they are not quite so elaborate. It is worth whatever extra effort it takes to keep the show windows attractive; they supplement the newspaper ad in a most effective way by bringing out the goods advertised to speak for themselves and by attracting the attention of many who may not have seen your ad. In our experience a neatly-dressed window is the best drawing card we have.

ATTRACT WOMEN CUSTOMERS

Especially at the Christmas season should an effort be made to induce women to shop in the hardware store. There are so many articles of a presentation nature handled in the hardware store that if properly brought before the attention of women much Christmas buying that otherwise goes through other channels might be diverted to the hardware store. Women, it is said, buy 85 per cent. of the goods in retail stores. Couldn't a greater proportion of this trade than at present exists be brought home to the hardware trade?

Mr. McCullock, of the city sales department of McLennan & McFeeley, Vancouver, has been appointed manager for L. A. Smith & Co.'s hardware department at Greenwood, B.C.

Thos. H. Treleaven, travelling salesman for the Miller-Morse Hardware Co., Winnipeg, died at his home in London, Ont., recently. He was formerly connected with D. H. Howden & Co., of London.

Wm. McMaster, Montreal, vice-president of the Dominion Steel Corporation, head of the Montreal Rolling Mills, president of Canadian Explosives, Ltd., and director of the Sherwin-Williams Co. of Canada, has been elected to the seat occupied by the late James Ross on the Bank of Montreal directorate.

Window and Newspaper Advertising

GOOD AND BAD WINDOW DISPLAYS.

By C. A. Netzhammer

When a person enters your shop to buy an every-day article, made by numerous manufacturers, and has an open mind, he probably will buy the article he sees advertised then and there. A shop crammed full of advertising matter advertises not all, but none, there being too much for the eye to take note of, giving only a confused general impression, useless to the advertiser and shopkeeper. So don't crowd your shop or window.

Careful preparation in window-dressing, as in most other things, is half the work. The first thing you will have to consider is the nature of your display—whether it is to be a special or a stocky show. Let us suppose it is to be the latter. There has been received a new lot of furniture of a new design, and a display is wanted to represent the line. The boss tells you he wants this class of merchandise in the window, and it is left to you to do the rest. You may show as many pieces as you see fit.

First consider your window; its size, shape, and just how your display is to be laid out. One way to plan a show is to draw a diagram on paper and carefully work it out much like an architect designs a room. This enables you to select all your pieces, send a list to the stock clerk, have them cleaned and polished, and it is then a matter of simply removing the old display and setting the goods in their place according to your diagram. Another method that is as much pursued is to add gradually to the window, planning as you build, until it is completely furnished.

If the show-window is of a small size you may decide to lay out a little private office, or if of a considerable size you can arrange for the reproduction of a general office or a working-room The window having been laid out, the next step is to choose the pieces out of stock—all the same design, the same wood and finish as the purchaser would be likely to select if he equipped a complete office.



An attractive window display of holiday presents made last Christmas by Geo. W. Eccleston, Bracebridge. It presents ideas that may be helpful to other hardwaremen in dressing holiday windows.

If your layout as you had it in mind or on paper does not look quite right, move the goods about until they are arranged to your satisfaction and as nearly like a real office as it is possible to place them.

The plan of the window is now complete. Choose whatever accessories are needed until the display is perfect. The more faithful the detail, the better the display.

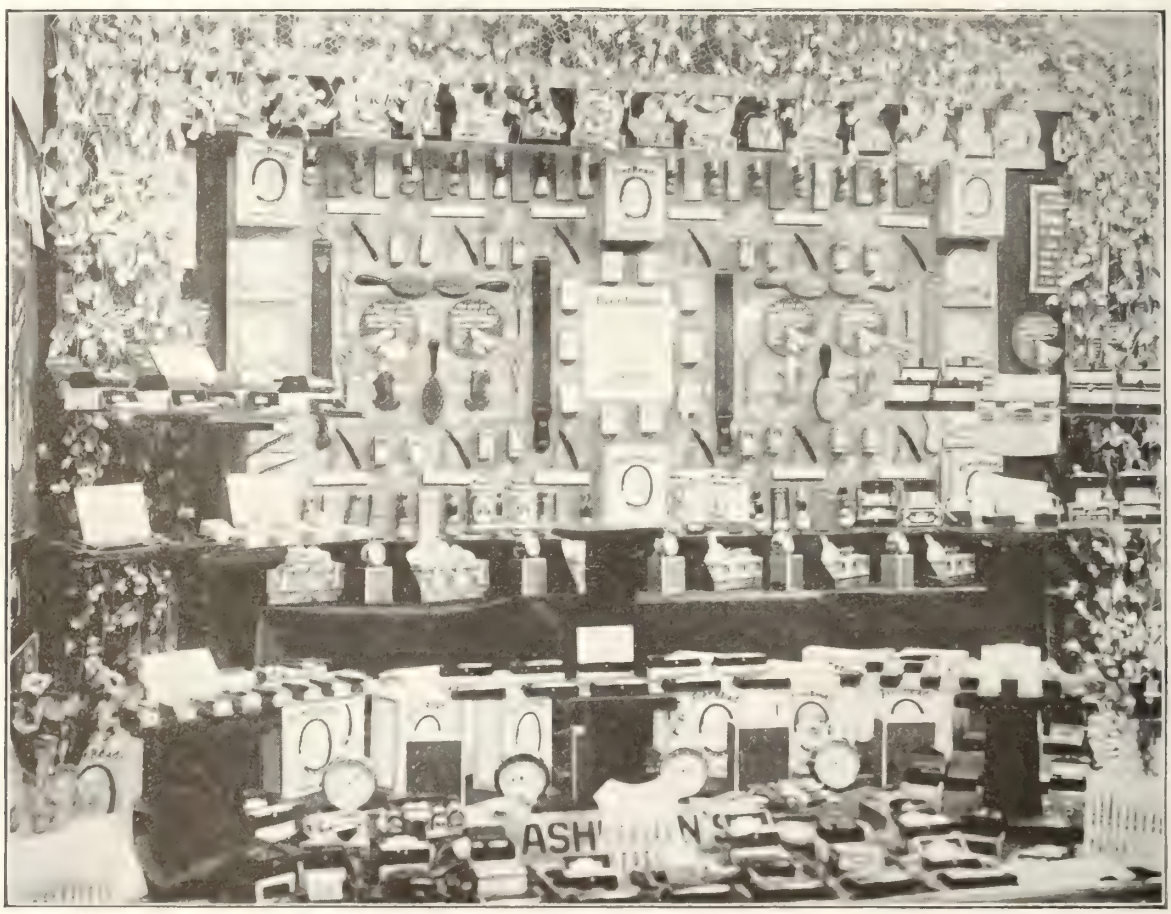
The time your window is closed to the public is valuable advertising lost, and the difference between keeping the curtain down for two or three hours, and

keeping it down for a day, will be appreciated by any merchant. The trimmer who goes into his window fully prepared, and knowing what he is going to do, can raise his curtain in a small fraction of the time required by the man who takes his goods into the window and then decides how he is to arrange them.

Window-trimming of the highest type is largely a matter of taking pains and looking after the little things, for it is careful attention to little things that makes perfection. Never be satisfied with an effect that is "fairly good." If a corner is not exactly as it should be, work with it until you get it exactly right—do not leave it until thoroughly satisfied it can not be improved upon. You do yourself an injustice when you turn out imperfect work. By doing a thing right at first it is much easier to do it right the next time.

ATTRACTIVE WINDOW SHAVING SUPPLIES

The window display of shaving supplies shown in this issue was made by the J. H. Ashdown Hardware Co., Calgary. The display was arranged by C. H. Smith, whose reputation as a window dresser is well known to the hardware trade all over the country.



How attractive shaving supplies can be made. Window dressed by C. H. Smith for the J. H. Ashdown Hardware Co., Calgary.

Writing to The Hardware, Stove & Paint Journal in regard to the display, Mr. Smith says: "The display of shaving supplies is one of the best windows we can put in for getting immediate results. When putting in a display of this kind we always make special prices on same lines, and put a price card on them and always get splendid results in this way."

The colors used in this display were purple and red on the background and purple on the bottom.

An arch was built about a foot and a half from the background and covered with one inch mesh poultry netting. Imitation sweet peas were then intertwined in this netting and made a very striking effect, especially at night with the brilliant electric lights shining on them.

VALUE OF WINDOW SPACE.

The larger the city the greater the use of show windows in retail stores, and in smaller places little or no thought seems to be given to their use; and this suggests a sore lack of the knowledge of their value. Why is this, and why do not the retailers in villages take advantage of the opportunity that is theirs?

Most dealers in small towns complain that the inhabitants go to the cities unnecessarily to make purchases, which purchases should be made in their own town. It would seem that if the merchant did all he could and copied the successful stores of the larger places, in so far as their management goes, much of this complaint would be done away with.

The rental value of a square foot of space in a show window in a village of 2,500 is less by many times than the space in the same store similarly situated in a large city, and this may in a measure account for the difference in their use; but compared with the total floor rental the one costs as much as the other.

It has been stated that some show windows are held to be worth half the total rental of an entire floor. Whether or not this is true, there can be no means of knowing, but certain it is, that the space per foot in the show window is worth many times that of any other in the store.

Retail Hardware Advertising

Some Suggestions and Examples for Progressive Merchants

Christmas Holiday Advertising

By A. B. Lever

If there is any one particular time when advertising is a necessity it is during the Christmas holiday season. Consumers look to the advertisements in their local papers for guidance as to the articles they desire to purchase. Dealers who do not advertise naturally fail to attract to their stores those who look to the newspapers for this guidance.

Realizing the importance of advertising during the Christmas holiday season, I am in this issue devoting a whole page to the reproduction of Christmas holiday advertisements of retail hardwaremen. They are of a wide variety and from one or more of them every hardwareman will doubtless be able to draw some inspiration which will serve him in preparing his own advertising copy.

The P. Hymmen Co.'s ad is a particularly good one. "Shop for the Entire Family at Berlin's Big Hardware Store" is a catching phrase. It looks well and sounds well. Typographically the ad is well balanced. But its strong feature is the classified list of suitable presents. If nearly every reader of the paper in which the ad appeared did not cut it out for future reference, I must be very much mistaken. To print in the ad a list of articles suitable for Christmas presents is good; to classify the list is better. The original was 11 by 9¼ inches.

Another good ad is that of Ashdown's. It appeared early in the season, and doubtless began to set a good many people not only thinking about holiday goods, but of Ashdown's as the place at which to make their purchases. It is a simple, newsy ad such as an ordinary sensible man would write. And it is these kinds of ads which sell goods. Original was 6½ by 7 inches.

The advertisement of Turnbull & Cutcliffe, Brantford, while not published during the holiday season, suggests a line which can well be brought to the front during the holiday season. An electric iron makes a most useful and suitable present for wife or mother. The advertisements of Turnbull & Cutcliffe are usually noted for their effectiveness. The original was 6½ by 4 inches.

A bird cage is another good line to advertise during the holiday season. It makes a suitable present for wife, mother, sister or some other fellow's sister. If Ingram & Davey would permit me to say so I think their ad would have looked a little more striking if the words "Bird Cages" had been at the top. It would have given better balance to the ad. In spite of this little defect, the advertisement is a good one. "Canaries and All Birds Thrive and Do Well in Good Bird Cages" is a good selling phrase. Original was 4⅜ by 5¼.

Alarm clocks is still another good line to advertise for the holiday trade. They are particularly good for father, brother or some other fellow's brother. The Sumner Co. usually prepare newsy and creditable ads. If the printer when setting up the ad had made a full line of the first one—"Alarm Clocks"—and indented on each side the table containing list of articles, the appearance of the ad would have been improved. Another improvement would have been the setting of the two lines immediately above the firm name in smaller type. This would have permitted the use of more white space and given the ad a less crowded appearance. Original was 4¼ by 5¼.

The advertisement of G. T. Ward & Son, Stratford, is an example of what can be done in the way of utilizing moderate space in presenting an attractive and newsy ad. The advertisement was well written and nicely arranged. There is, however, one adverse criticism I have to make, and that is in regard to the dark rules which are placed between each of the tabulated articles. Had these rules, one or two of which are defection, been left out the list of articles advertised would have stood out much better. Original was 4½ by 7¼.

The best all-round ad in the group is that of R. F. Johnstone. From a typographical standpoint it is most attractive. None but a blind person could overlook it. The advertisement is well written and the printers made a good job of their work. The use of line engravings instead of halftones on newsprint is, as a rule, preferable. Not only do they cost less, but they look better. When book or coated paper, like that in the Hardware Journal, is used halftones are, as a rule, to be preferred.

The advertisement of H. H. Otton & Son, Barrie, is another of those holiday reminder ads, making the simple announcement that special preparations are being made to cater to the Christmas holiday trade.

The advertisement of Anderson & Warnock not only draws attention to a line which is not often advertised by hardware dealers, but it is an example of how an engraving of fairly large proportions can be used in an advertisement of moderate size. There is a great deal of matter in the ad for its size, and yet it is not crowded. The original was 4½ by 4¾.

The two advertisements of Peart Bros., Regina, are good examples of the simple but effective ads which this firm runs. They are to the point and newsy. In the last of these two advertisements it will be noticed the the firm name is in type, and I think it will be agreed that it looks neater than the one in which the name is engraved.

The advertisement of Rice Lewis & Son, as it appeared originally, was surrounded by white space of half an inch or more. It therefore stood out rather better than it does in its reduced size in the group. As an advertisement there are two things that commend it. The first is the logical way in which the appeal is made to encourage industry in the boy by giving him a tool chest or cabinet. The other is the general construction of the ad. Another thing to which attention may be drawn is the way in which the firm's trade mark is employed. It adds to the artistic appearance of the ad without detracting from its selling qualities. The original was 4½ by 6¼.

Fancy stunts are not as a rule to be commended in the arrangement of advertisements, particularly when by so doing their effectiveness is impaired. The rule work in the advertisement of the Aikenhead Company

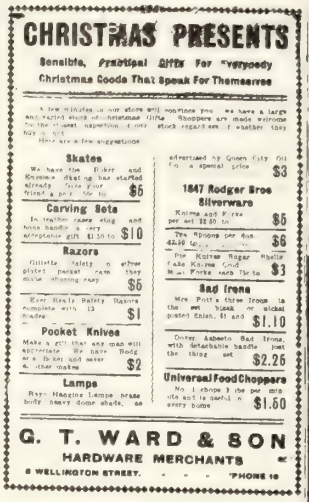
rather helps to arrest the attention, and creates distinctiveness in the announcement. Its effect therefore is rather good than evil. It is a very easy matter, however, in trying to work off stunts of this kind to fall into mistakes.

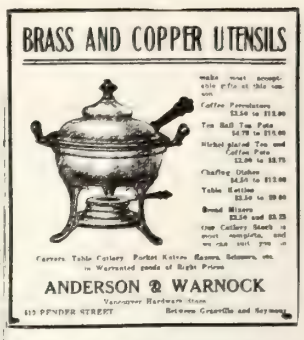
Old Person in Hardware Store—"How much are these here mouse-traps?"

Obliging Clerk—"Ten cents each, madam."

Old Person—"Wrap one up for me, please, and be quick about it; I want to catch a train."



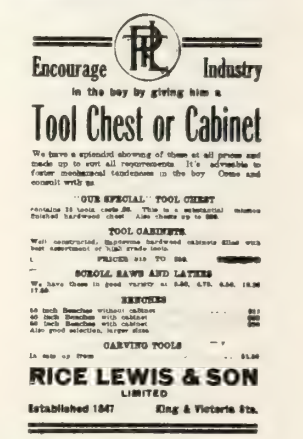


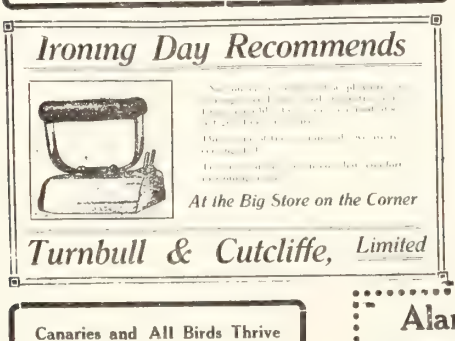










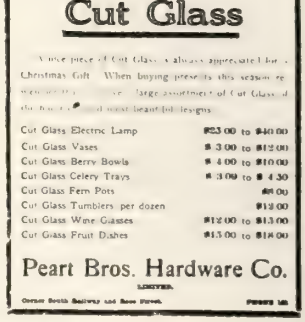












Christmas holiday advertising made by Canadi warenen and commented upon on previous pag

Paint and Varnish Trades

MAKING PAINT DEPARTMENT GROW

Belief in any line is one of the first elements which enable you to make that line a success in your store. Present day competition will not permit half-way, humdrum methods. Many merchants realize these principles. They know full well that every item or department of their stock requires thought and attention if this department is to bring the results that it should.

On the other hand, it is often-times seen that the merchant, feeling some line is part of his business, has been carried possibly for years, that the trade at large realizes those facts, is content to take what business comes to him without any special soliciting or other sales methods.

It is easily appreciated that every department cannot have special attention at all times, but there are some which in every business should be kept constantly before the public.

Paints have been part of the hardware stocks of merchants in most sections for so long that they are considered standard. The result of this in far too many cases is that they are left to do their own business building. The department is one which should really be given much attention. It not only deserves it but the amount of profit which may be had from the line if properly handled is a factor which the hardware merchant should by no means overlook. There is no reason why this good business should go through channels other than the neglect of the merchant. On the whole the stock is a clean one. No class of goods makes a store more attractive nor is a greater range of customers to be had from any other one line. From the old time painter who makes his living from that business to the dainty housewife whose latest streak of economy has developed along the line of refinishing her old furniture rather than buy new, it is a broad field, a field which brings business not only in that line itself but in practically every other department of the store. Considered in that light alone, simply as an inducement for other business, you should recognize the importance of keeping your department constantly before the buying public.

Prominence in Displaying Brings Result

Until a year ago the Young Hardware Company, of Muncie, Ind., had kept its paint stock in the rear of the store. It was felt that every one in that city knew the store had paint and would come to it if they wishes to buy. Then it was noticed that people kept asking if the company handled the line and it was decided to change the stock location. The shelving formerly given to the deartment was done away with, making room for better display of ranges and refrigerators, and the paint moved to a front section of the wall shelving, where one could not enter the store without being attracted by the line.

The result was an immediate increase in sales. Spread over the section of shelving which is devoted to paints one gets the impression immediately that the firm has a complete line, and if there is any one thing which the public likes it is a wide range of choice.

George Green, who is interested in the firm mentioned above, is a strong believer in the paint department. Giving his experience in increasing the sales of his firm in that line he stated that he began with the idea that there was money in the department and determined to make the most of it. Catering to the farmers' trade in that locality it was decided to get right after them on their paint purchases. It was impossible at that time to do any personal soliciting, so



Simple and neat paint window display made by John Fennell & Son, Berlin, Ont.

postal cards similar to the ones shown in connection with this article were used.

To obtain a mailing list a credit guide giving names and rating of farmers in that section who owned sixty acres or more of land was used. As the campaign progressed this list was combed down to the most likely prospects and they were sent each two weeks for a year one of these cards. In every case the copy differed. Sometimes prices would be quoted but more often short quality talks would occupy the space given to the reading matter. Mr. Green stated that he preferred the post card to letters, feeling that the former being short, would more likely be read and the principal points retained.

As to the results of the campaign it is enough to state that the firm did $10,000 worth of business in the department last year with an average investment of $1,500 and the hardware man who reads this will readily agree that such a turnover would be an improvement over conditions which obtain in many stores.

Who could doubt that the window display which is

shown here brought in paint business that made the effort worth while? It would have been as hard to pass that window without inspecting the showing as it would be for the small boy to overlook a knothole in the fence of the baseball grounds.

Any merchant with a line has the same opportunity to start his windows working. Take a good look at that window. There is nothing complicated about it. The main decoration is the center piece, which any clerk knows how to build. It starts with gallons and is topped with 1-16ths. The background of an attractive patterned wall paper is easily provided. The posters and easels may be had of the manufacturers. The few cans arranged about the floor break the flatness of the effect, and yet are so placed that the crowded look so often noticed in windows is entirely avoided. Each kind of paint shown in this display stands out prominently. Each will command the attention of the passerby. In far too many cases a window display is entirely ruined by a surplus of material being used.

Increase Your Sales

Three methods of building paint business have been outlined in this article. Any merchant can apply those methods to his own business. Some of them doubtless are, but it's the team work which counts. Do not expect any of these features to make your department a success. If in addition you are in position to do outside soliciting, of course you have an added advantage, but we want especially the attention of the man who has no one soliciting and to whom these methods, put into practice, will mean increased sales.

Enthuse the Sales Force

Then back up your methods with sales enthusiasm. Get the boys together and have a real heart-to-heart talk with them about the department. Get rid of your surplus stock of enthusiasm by giving it to them. Make every man on your force feel that you are expecting him to get some definite results from paints. Have a talk on sales methods in which can be brought out the arguments which may be used in convincing customers. Put a short time once a month on this particular part of your business and watch the stock move.—Iron Age-Hardware.

STOP THIS TWO-COAT BUSINESS.

Perhaps no better time could be selected than right now for the dealer to remind the painter against the evil of two-coat jobs and the contractor and painter in turn to warn the property owner against such foolishness. In most cases the dealer realizes that it is impossible to secure a good finish with only two coats of paint, especially on a new house, and in even more cases the painter knows it is impossible to do it. Yet the architects and contractors still often insist on such a job and then kick when the result is unsatisfactory.

There are any number of architects who specify two coat jobs and unscrupulous painters bid on the job, forcing the good contractor to stay off the job or try and get results with only two coats of paint. In the majority of these cases the contractor has to use three or four coats of paint to bring the job up to specifications, and he should not take up with them in the first place. A contractor will say: "Jones says he can give this house a good finish with two coats of paint, now why can't you?" There is only one answer to this fellow, and that is, "Let Jones do it."

Contractors are not so much to blame for taking the job as low as they can get it, but at the same time they should explain to the architect or home builder that they cannot give a satisfactory job with two coats of paint, and at least three should be used

WHAT THE DEALER KNOWS

The dealer in paints and varnish knows that he has certain seasons when certain goods or specialties will sell. He realizes that the time to push these goods is just before that season opens. He understands that there is a time for a display of the specialties which are to be called for within a short time. If he does not know this, then he does not understand his work and either he should learn it or get into some other line.

What the dealer should know about paints and varnishes he can learn by a little study. He can learn to advise a customer as to the kind of paint or varnish for a certain work. He can, if he be an up-to-date merchant, also give advice regarding the colors which will best harmonize with the conditions whereby the man who would paint is surrounded. He does not have to be an artist, though if he is, so much the better. But with the aid of color cards and with the use of color schemes which the manufacturer is always ready to furnish, no live dealer should ever permit himself to say he doesn't know, when asked about color ideas. The man who does know can and will get the business.

OIL AND PAINT WORKS WANTED

Openings are said to exist for flaxseed oil mills at Balcarres, Cudworth, Ft. Qu'Appelle, Melville and Scott, Sask., and for paint works at Melville, Sask., and Prince Rupert, B.C.

PAINT NEWS NOTES

The Alabastine Company's plant at Caledonia, Ont., was damaged by fire recently.

Harrison, White & Barker have commenced a wholesale paint business at Calgary.

The Imperial Oil Works, Sarnia, recently opened a 154-mile pipe line to Lima, Ohio.

Wailes, Dove (Canada) Ltd, Montreal, has been incorporated to make and sell paints, oils, etc. The capital is set at $50,000.

Canadian Bitumastic Enamels Co., Ltd., Toronto, has received an Ontario charter to manufacture and deal in enamels, paints and oils.

The Wallaceburg Oil Refining Co., Ltd., Wallaceburg, Ont., has been granted a provincial charter to build a plant and to refine petroleum. The capital is put at $200,000.

W. J. Pendray, president of the British North America Paint Co., Victoria, was instantly killed by the falling of a heavy iron pipe on him while inspecting the plant there recently. He established the business at the coast forty years ago.

Jas. S. Stevenson, general manager of Berry Bros., Detroit and Walkerville, Ont., has returned from an extended trip through the Canadian West as far as the coast. He came back via Chicago. Wm. Home, Canadian sales manager of the same company, has also returned from a trip through the West.

The Winnipeg Ceiling and Roofing Co., Ltd., have bought a controlling interest in the Edmonton Metal Works, Ltd., and under the new management the Edmonton plant will be enlarged to make all kinds of roofing, metal sidings and shingles.

Stoves and Housefurnishings

Practical Hints on Selling Stoves

Methods followed by D. Cinnamon, Lindsay, Ont.

"You need to know your stove, and be able to explain its good points to customers in order to sell it." These remarks were made by D. Cinnamon, of Lindsay, Ont., to a representative of The Canadian Hardware Journal recently.

"A purchase of a stove means a big investment to the average family," he continued, "and it is going to take convincing arguments to sell. The prospective buyer gives a good deal of consideration to the selection of a stove, and frequently visits several stores and looks at a variety of models before buying. When you have them in your store you want to emphasize all the good features of the stove you are offering. Don't be satisfied with general remarks; go into details. Take the top off and demonstrate just why your stove is a good one, and why it gives the maximum amount of heat for quantity of fuel used. These should all be explained during the first visit. If you neglect to do this the next dealer visited may make satisfactory explanations, and then probably you will lose the sale." This is advice which stove salesmen should heed.

Explaining Operation of Stove

The mere selling of the stove does not finish the dealer's work, in the opinion of Mr. Cinnamon. They should be shown how to use it, and it should be seen that it burns right. "When we sell a stove," he says, "we explain to the customer how to operate. This is especially necessary with coal stoves where people have never used them before. If they are not properly instructed, they will probably not manage it right, with the result that it does not give satisfaction, and the stove is declared to be no good."

Follow Up Complaints

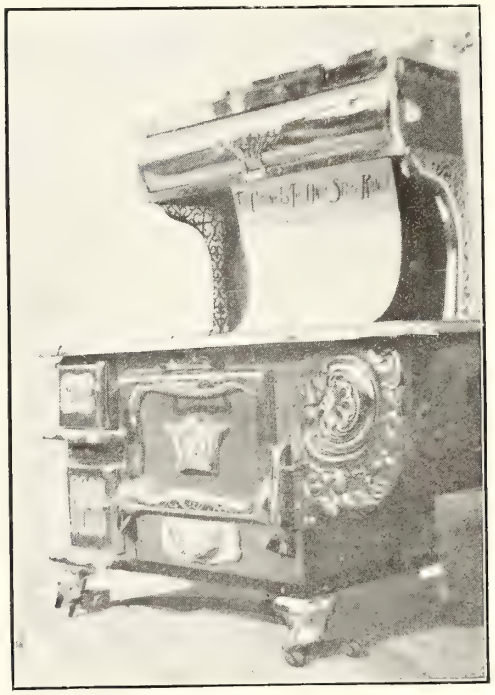
"We always tell customers when they buy a stove that if it does not burn perfectly to let us know, and we will see that it does. We follow up any complaints, and generally find that the stove is not being run right, or that the chimney is defective. In the case of farmers who live some distance from town, if they come into the store and say their stove is not burning quite right, we question them as to how they operate it, and thus can generally give them the reason for the trouble without visiting their home. In fact, rarely have we found a personal inspection of the stove necessary. The best way is to explain fully the right method to look after the stove before they start to burn it. In this way much trouble is avoided."

General display in store and window is used by Mr. Cinnamon in going after the stove trade. The local papers, both weekly and daily are used in season in interesting people in the various kinds of stoves sold.

STOVE SALES PROMOTED IN ORILLIA STORE

Keeping stoves before customers in every possible way is one of the chief means used by the Orillia Hardware Co., of Orillia, Ont., to promote the sale of this line. The reason for keeping them prominent is self evident. People who are thinking of buying a stove generally look around for some time before entering into actual negotiations for to purchase. It is efficient display that catches the eye of these people, and frequently results in interest that means a sale.

There is a display down one side of the main part of the store. This serves to catch the attention of those who may have come in to purchase some other line, but who are rather interested in stoves as well. Then to the rear there is a separate section for stoves of all kinds, where people who come in and are really interested can be taken to be shown the different varieties and have their special features and good points shown to them. At one side of this separate section are three display windows facing a side street, which although it is not a business thoroughfare, nevertheless has considerable traffic on it—people going to and from the business section. These as well as the main display windows, which are used occasionally for displaying stoves, are the mediums for interesting the passerby.



Range on castors displayed on shipping platform —method of stove sale promotion adopted by Orillia Hardware Co. Note card on top featuring striking points.

Display Outside a Novel Feature

In their policy of displaying goods in every possible way, the Orillia Hardware Co. have hit on a novel plan—that of displaying stoves outside. The store is located on a corner, and, as has been stated, there is a good deal of traffic even down the side street. At the rear of the store is an indent where the storehouse joins the main part of the store. A platform that extends out to the sidewalk has been erected, and on fine days one or more stoves are wheeled out on it.

They are thus in a position where they catch the eye of everyone coming up the street, and naturally interest a person a great deal more than if they were shown in a display window. A show card giving the main features is frequently placed on the models shown. Being on castors, the stoves are easily run in and out.

Salesmen Should Understand Stoves

"In selling stoves," says Mr. Mullett, proprietor of the Orillia Hardware Store, "the salesman should understand the construction of it. For instance, he should know how the drafts are regulated, how the fire box is constructed so as to give the best heat and similar features. A man must know the goods he is selling, and then must point their good features out to customers in a convincing manner. Unlike smaller articles, a stove means a considerable outlay for the average man, and he is not rushing into a purchase until he is convinced of the superior qualities of the stove you sell. It is the work of the salesman to convince him."

Space in the local paper is also devoted to stoves in season, and all these methods combined have resulted in a big trade in this line. S. Mullett, the proprietor, was in the hardware business in Seaforth, Ont., for eleven years before moving to Orillia, eight years ago, and starting the Orillia Hardware Co.

PROVED THAT THE STOVE WORKED

A retailer who sells stoves got some gilt-edged advertising one fall by placing a heating stove and cooking stove in a vacant lot near his store and lighting fires in them. He put stovepipe on each, and the smoke attracted many people.

A large card near the stove imparted the information

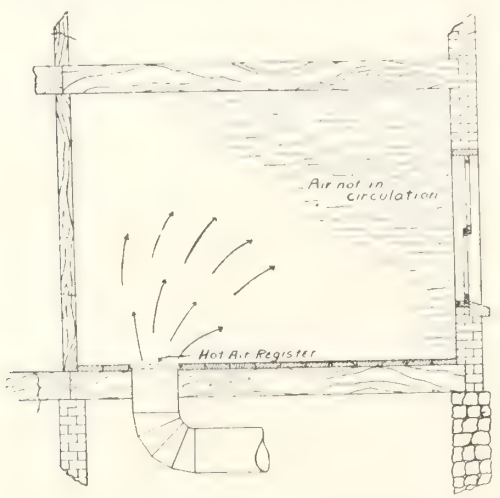


Fig. 1.—Poor air circulation when room has no outlet.

that "these stoves will work any place if you give them the right kind of chance."

The show was given one Saturday while the farmers were in town. The merchant or one of his clerks was busy all day explaining the good points of the stoves. A very satisfactory business in stoves was the result. The stoves used in the demonstration were sold at a slight reduction from the regular price.

BACK FROM EUROPE

Mr. Edward Gurney, of the Gurney Foundry Co., Limited, Toronto, has returned from a seven months' trip to Europe. He is looking exceedingly well,

FURNACES

RECIRCULATION OF AIR IN FURNACE HEATING

By Alfred G. King

It is generally recognized that many of the objections to furnace heating are brought about by reason of the installation of cheap, unsatisfactory, and unsanitary work, or through the ignorance displayed by the unskilled man in laying out and installing the job.

We will consider some of these objections, their cause, and how they can be remedied and the work made satisfactory. Probably the first and most frequent objection heard is that made to the condition of the air within a building when it is warmed by a hot air apparatus, viz., that it is overheated and "stuffy." The frequency of this fault we must admit; and it is brought about through the installation of too small a furnace and the provision of too small an area for the cold or fresh air duct. A further source of complaint is found in the quality of the air supplied.

Quality of Air

Let us consider for a moment this complaint and the cause of it. If a certain size of a building requires the consumption of 12 pounds of coal per hour to transmit the necessary number of heat units to taks care of the exposure or cooling surfaces, a certain size of grate will be required to properly burn this amount of fuel, and, in its turn, the heating surfaces of the furnace which transmit these heat units to the air passing through it, must be of a certain area if these surfaces are not to be overheated in the effort of transmission. This means, for example, that should 12 pounds of coal per hour be burned on a grate having three (3) sq. ft. of area, the rate of combustion would be 4 pounds of fuel per sq. ft. of grate per hour. Assuming that from each pound of fuel, 8,000 heat units are available for warming purposes, then 8,000 x 12 = 96,000 heat units per hour will result from 12 pounds of fuel burned on 432 sq. in. of grate.

Supposing that a furnace having but 288 sq. in. or 2 sq. ft. of grate area was installed to warm this building, the attempt to burn the fuel required on the reduced grate area requires so high a rate of combustion that the air passing through the furnace is overheated, thereby destroying its invigorating qualities, and making it unfit to breathe and "stuffy" in effect.

Air Outlet Necessary

Another reason for this condition (stuffy atmosphere) is due to the fact that many furnace men are trying to introduce warm air into a room which has no air outlet, except the leakage around windows and doors, doubtless overlooking the fact that only as much air can be admitted to a room as the amount which passes out, and the effort to heat the room in this manner makes necessary such an increase in the temperature and velocity of the incoming air as will drive it into the rooms.

Heating Windward Side

Right along this line is the complaint that during the prevalence of high winds it is impossible to heat the rooms on the windward side of the house. This complaint, as well as the preceding one, can be overcome wholly or in large part by the proper recirculation of the air within the building. Fig. 1 represents a closed room without air outlets, except the leakage through

walls and around windows. Note the manner of the circulation of the air, or rather the fact that there is practically no circulation of it. Place a rotating register and flue as indicated by Fig. 2 and note the difference in the movement of the air.

Supposing the room is on the side of the house most

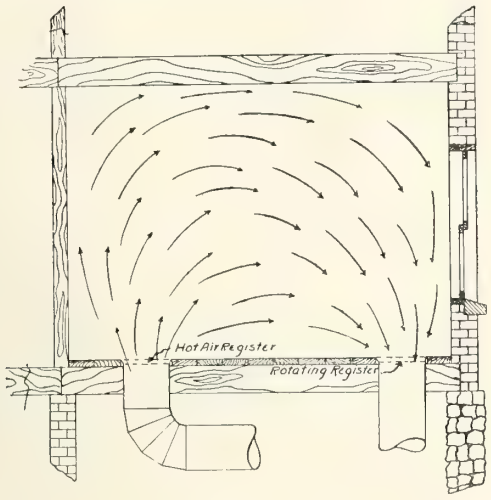


Fig 2.—Perfect circulation of air when register and return air flue are employed.

exposed to the strong winds of winter; the placing of a rotating register and flue along the outside wall of the room will do much to improve the circulation of the air in it, and consequently the proper warming of the room. Fig. 3 illustrates this condition.

In illustrating our articles on furnace heating, we have for convenience frequently shown floor registers. We do not like floor registers. From a healthful standpoint they are bad, as they collect dirt and organic matter, and often much of the bad air in a room may be traced to the filth and dirt which has collected in the boxing under a floor register. If circumstances make necessary the use of floor registers, the face should be

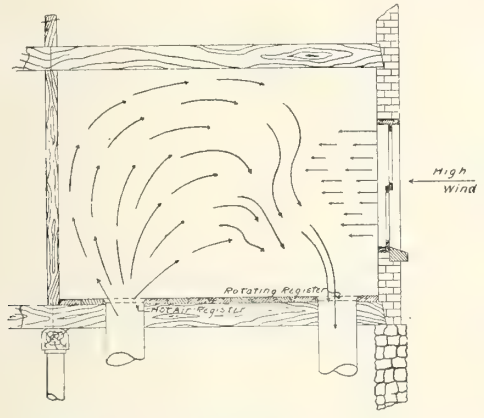


Fig.3—Showing effect of high wind against the building heated with hot air.

lifted out and the boxes wiped out at least monthly with some germ-destroying wash.

Opposition to the Method

As stated in a recent article, there are some people identified with furnace manufacture and installation who advise against the recirculation or rotation of the air within a building. These advocate a positive method of ventilation notwithstanding the consequent expense to be incurred in bringing about this desired condition.

The objection to the recirculation of the inside air seems to be based entirely upon the feeling that the quality of the air is lowered and that the health of the occupants thereby is endangered.

We believe that the filtration of air through outside walls and windows, considered with the fact that ordinarily less than half a dozen people inhabit a single dwelling, renders the contamination of the air to the point of stuffiness next to impossible.

On occasions when a social function is given and a considerable number of people are present, the return air registers can be closed and the outside air used exclusively. This is also true in the event of any of the occupants being sick or affected with a contagious disease.

While we recommend ventilation—and plenty of it—the fact remains that a very great number of furnace heating plants are installed without any form of ventilation, and the amount of fresh air is limited because of conditions stated in this article. The installation of return air ducts with rotating registers in the principal rooms, will aid in the distribution of the fresh air admitted through the cold air duct, and this feature will not only make the furnace heat more positively,

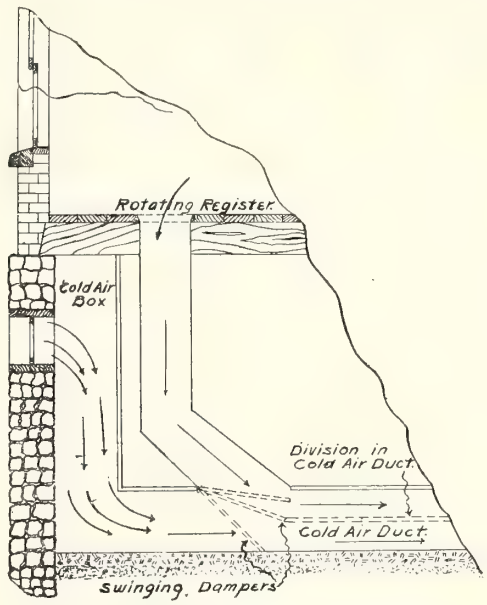


Fig. 4—Proper construction of return or recirculated air.

but will distribute the air at the least possible expense for fuel.

Obtaining Best Results

The furnace by itself cannot warm the building. It can do nothing more than warm the air, and it is up to the furnace man to take this warm air and provide methods for its carriage and distribution.

The failure to obtain proper results when the recirculation feature has been introduced in furnace heating, is usually found to result from the fact that poor judgment has been exercised by the furnace man who has not fully understood the method to be followed.

Connecting Duct

Ordinarily the circulating duct should not be connected to the casing, or to the cold air pit of the furnace, but rather to the cold air duct; and dampers should be arranged in such a manner that return air or fresh air may be used at will. The cord or chains operating these dampers may extend to a convenient place on the first floor. Fig. 4 shows the method of connecting the duct.

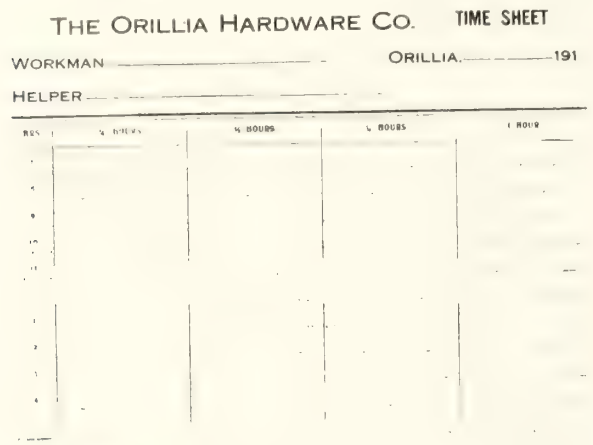
We recommend to the furnace man that he study the methods of return air circulation, and the advantages to be gained from the installation of such a system when properly erected.

METAL WORKING AND PLUMBING

Keeping Track of Tin Shop Costs

A good deal has been heard in the past as to whether the tinsmithing department is a profitable one for the hardware dealer to conduct. Undoubtedly in a good many cases it has not proved profitable. Why has this been so?

The trouble with not a few tinsmithing departments is that they are conducted in a haphazard manner. It


THE ORILLIA HARDWARE CO. TIME SHEET

WORKMAN _____ ORILLIA. _____ 191

HELPER _____

Time sheet which accounts for every 15 minutes of worker's time.

may be that a lot of work is being turned out, and that the men are being kept busy, but the dealer knows not whether he is making money or losing it. Probably "he guesses he is;" but at the end of the year he may find that he has guessed wrong—that the department has not paid the profit he expected; and then he says to himself, "Why have I not made money? I have done a lot of work, and thought it was being done profitably."

Necessity of Knowing Costs

That is generally the reason in a nutshell—he thought—he guessed—he was not sure. He did not realize that guesswork has no place in modern business. A man must be sure in his methods in order to be sure of his profits. Lack of knowledge of costs is the pitfall in many instances. A dealer should not have to wait until he takes stock at the end of the year to find out whether he is making money or not—he should know as he goes along, and this is possible by the introduction of a proper system of keeping track of costs of tinsmithing.

Cost System in Orillia Store

The Orillia Hardware Co. at Orillia, Ont., has a system of keeping track of costs in the tinshop, whereby they know at the end of each job, just how much it has cost them. The time sheet for workmen is reproduced on this page. When this is filled in for the day it shows exactly what the man has been doing during every 15 minutes of the day. Thus the cost of work on each job can easily be reckoned up. A man in the tinshop keeps track of all material used on each job. Thus the office is in a position to figure out exactly the amount the job has cost and what to charge the customer.

Of Use on Contract Jobs

The same rule is gone through on contract jobs, as it shows whether money has been made on it or not. These cost sheets are all filed away, and are of a great deal of value in contracting for other jobs. A sheet for a similar one can be selected, and knowing exactly what it cost, a price that will give a profit can be set.

The time sheet used in this system also serves as a tab on work done by men. It shows the amount of work done by them, and whether they are really worth the amount of wages paid to them.

Cost is Compass that Guides

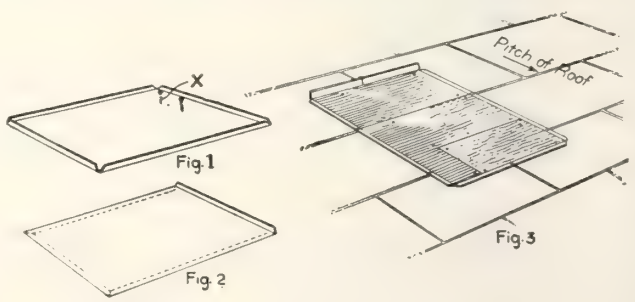
The dealer who would make a success of his tinsmithing department must in these days of small profits concern himself with costs. Cost absolutely known, is the compass that guides. The business may be likened to a ship. It is known when it sails out of port that it has a definite destination at the other side of the ocean. That port is "Success." The ship may be manned by efficient captain and crew; the vessel, staunch and able to withstand adverse winds and waves; storms have no terrors. If the ship has no compass with which to steer it true to the port of "Success," it is likely to dock at some place many miles away from the point to which it sailed.

The hardware dealer with a tin shop must concern himself with costs.

SUGGESTIONS ON REPAIRING TIN ROOF.

By J. Henry Teschmacher, Jr., in Metal Worker

The presentation of these observations of the manner in which Brooklyn tinners repair tin roofs is prompted by an article on the same subject in the issue of August 25. Probably nine-tenths the patches are put on roofs over the old tin, which is not cut away. The work is generally done by marking on the roof at the proper place a spot the size of the patch.



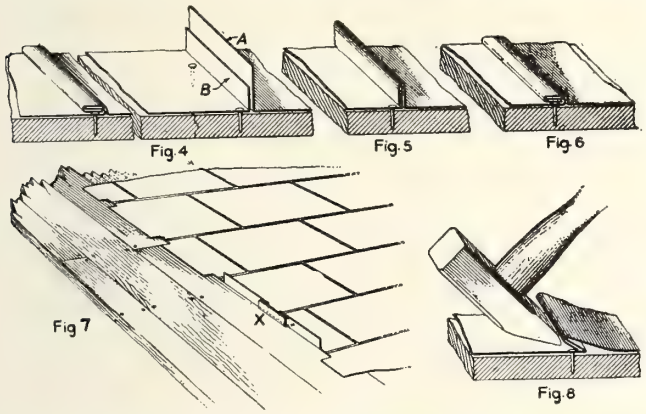
The old tin is then scraped or cleaned with a torch, as described in the issue referred to.

A piece of tin of the proper size is then taken and its corners notched and the four sides turned up square, say ½ in., as in Fig. 1. The prepared piece of tin is set in the correct position on the roof and roofing nails are driven close to the upstanding edges, as indicated by X in Fig. 1; after which these edges are battered down and the patch carefully soldered to the roof. The artisan should make sure that the edge is also soldered watertight to the patch proper. It is to be understood that the workman can apply patches of any size, locking and nailing sheet by sheet

together as for regular roofing, and leaving the outer edges of the patch as here shown.

As stated, this is the procedure in most cases. Should it be required that the old tin be cut away, the foregoing method may be employed, though it would then be best to expend a little more time and lock-seam the patch to the roofing in the customary manner. After the old tin has been cleaned and cut out roughly (the cleaning is usually done first because the workman is not so likely to burn the roof boards if the tin is left on to protect it), the edges are neatly turned up square with broad, flat plyers or hand tongs. These edges are then trimmed straight with the snips, so that ½-in. edges are on three sides and a 1-in. edge on the other side. The sides with the ½-in. edges are nailed and then flattened, but not closed tight, to form locks. The 1-in. edge is left standing vertically and all should appear as in Fig. 2.

A sheet of tin of the right size (in the case in mind 14 x 20-in. tin was on the roof and the patch was 20 x 28-in.) is notched on the corners and all sides are turned up square ½-in. Three of the edges, to conform with the three on the roof, are flattened to form locks and the other edge remains square as indicated in Fig. 3. The edges of the patch are slid



through those on the roof until the upstanding edges are together as in Fig. 4, which represents a cross-section through the patch. Edge A of Fig. 4 is bent over edge B with the tongs or by any convenient means which may suggest itself. When this is done that part of the patch should look like Fig. 5. With a mallet edges A and B are pounded down as shown by Fig. 6. As will be seen by Fig. 3, the patch has the lock seams "with the water," and is therefore practically watertight. Consequently, the seams would not be soldered on steep roofs, thus obviating the need of cleaning the old tin.

Oftentimes long strips are applied by this method, which is a decidedly expeditious scheme, and when a galvanized iron hanging gutter is to be replaced, the roof flange of the new gutter can be most readily lock-seamed to the old tin roof by this method of standing, then pounded down edges. Very often the seams of the old roof are too stiff, and the workman cannot bend them for the edges, in which case they are cut away entirely as in Fig. 7. That there may not be a hole at these points, little pieces of tin are bent and placed as shown by X of Fig. 7.

In conclusion, it may be stated that many roofers prefer to peen the old tin into the lock of the gutter, as indicated in Fig. 8. But if done in that manner it is necessary to raise the old tin so that the lock on the gutter flange may be nailed, which is more trouble, it would appear, than to turn up a straight 1-in. edge.

The Rural Water Supply

Demand for pumps and plumbing goods on the increase—a large field—Special methods needed to get the business

The growing demand for urban conveniences in the up-to-date farm home is creating a demand for a better grade of pumps. The men folks want running water in the barns; the women folks want the house piped and a ready supply there. The old-fashioned idea of the well in close proximity to the barn yard is being relegated to the discard as fast as a growing knowledge of sanitary science can put it there.

Sanitation

To locate the well away from the zone of possible contamination and at the same time meet the requirements of house, barn and garden is causing a decline in the demand for the long popular cheap pump while a better article at a price within easy reach of most landowners and coming up to modern requirements is gaining in popularity.

Irrigation

In certain territory in southern Indiana there has been a severe drought this summer; a farmer in that region who had been west and had seen something of irrigation was disposed to try it out on one of his fields which was particularly well suited for the purpose; his plan, however, fell through as he was unable to get his irrigation pump in time; his dealer, however, ordered a small power pump and by giving a demonstration of its usefulness in irrigating a small vegetable garden, soon sold the pump and states this one incident has helped him to sell four other pumps of much better grade than he had handled before. He has become enthusiastic on the subject and believes there is a large field for new business in up-to-date high grade pumps. He states, however, that best results call for the canvassing and demonstration method.

There are a good many dealers who say they cannot sell goods that way on account of lack of time, and there is probably something in this.

At least one has written that he would like to try out canvassing for business, but so far has been unable to get a capable man for the purpose. There is probably something in this too, as up until recently there has been little demand for this class of retail salesmen, consequently few have fitted themselves for such work.

Canvassing

To canvass for pump business successfully calls not only for special fitness as a salesman but a good working knowledge of the goods and their uses, for the sale of a pump carries with it the possibility of further business in storage tanks, plumbing outfits, etc., and the first step towards it is a pump so painstakingly installed as to give its purchaser perfect satisfaction.

Know the Business

Driven wells have faults of their own and the pump always get the blame, hence a strong reason for knowing one's business if he would have satisfied customers.

There are a whole lot of merchants so situated that this line of goods would not interest them, but there is a vast territory where the question of water supply is a matter of growing importance, and here there is already pretty good business and it is going to be better. The dealer may have to go after it, but it will be worth while.—National Hardware Bulletin.

A $200,000 plant for the manufacture of oil-consuming stoves and heaters is proposed to be located at Forest, Ont.

A System of Accounting that Really Keeps Accounts

Last word in retail accounting—What the hardware dealer has long needed—Simple and practical—Adapted to the smallest and largest business—Expert opinion says it is the best

BY W. H. STEPANEK

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[This is the sixth article in W. H. Stepanek's course of hardware accounting that really accounts, the first article having appeared in the June issue of Canadian Hardware, Stove & Paint Journal.]

Seventh Step, Fig. 7—"Detailed Summary"

This form is used to summarize each day's cash transactions, goods returned for credit on account, and goods loaned or sent out on approval, as indicated in the Sixth Step, Figs. 6 to 6D. The various totals as indicated in the Recapitulation at the bottom of Fig. 2C of the Sales Book, are included in this Summary.

Let us study this Summary briefly in detail. Salesman No. 1 started the day with $47.85 in change; his Cash Sales were $23.58, as indicated by his Cash Sales Slips (See recapitulation, Fig. 2C Sales Book). He received on account $116.95 (See Fig. 7A, under head

DETAILED SUMMARY

SEPTEMBER 30,

326 1912

Clerk	CASH REPORT						RECAPITULATION		CASH SALE		CHARGE SALE		TOTAL SALES	
1	CASH FOR CHANGE	47	85	CASH ON HAND	44	33	SALES	34						
	CASH SALES	23	58	PAID OUT	37	00	RECEIPTS	16						
	RECD ON ACC'T	116	95	DEPOSITED	107	15	PAID OUT	2						
	CASH AHEAD			CASH SHORT			GOODS RET'D							
	TOTAL	188	48	TOTAL	188	48	ON APPROVAL							
							CHANGE	16						
							DEPOSIT	1						
							TOTAL	49	23	58	77	30	100	88
2	CASH FOR CHANGE	7	06	CASH ON HAND	13	36	SALES	10						
	CASH SALES	5	40	PAID OUT	3	50	RECEIPTS	2						
	RECD ON ACC'T	4	40	DEPOSITED			PAID OUT	1						
	CASH AHEAD			CASH SHORT			GOODS RET'D							
	TOTAL	16	86	TOTAL	16	86	ON APPROVAL							
							CHANGE	1						
							DEPOSIT							
							TOTAL	14	5	40		50	5	90
3	CASH FOR CHANGE	7	06	CASH ON HAND	9	42	SALES	4						
	CASH SALES	5	90	PAID OUT	12	00	RECEIPTS	3						
	RECD ON ACC'T	8	46	DEPOSITED			PAID OUT	1						
	CASH AHEAD			CASH SHORT			GOODS RET'D							
	TOTAL	21	42	TOTAL	21	42	ON APPROVAL							
							CHANGE	1						
							DEPOSIT							
							TOTAL	9	5	90			5	90
4	CASH FOR CHANGE	7	06	CASH ON HAND	19	14	SALES	30						
	CASH SALES	17	08	PAID OUT	13	00	RECEIPTS	2						
	RECD ON ACC'T	8	00	DEPOSITED			PAID OUT	1						
	CASH AHEAD			CASH SHORT			GOODS RET'D							
	TOTAL	32	14	TOTAL	32	14	ON APPROVAL							
							CHANGE	1						
							DEPOSIT							
							TOTAL	34	17	08	34	75	51	83
5	CASH FOR CHANGE	7	06	CASH ON HAND	31	34	SALES	28						
	CASH SALES	17	15	PAID OUT	15	42	RECEIPTS	5						
	RECD ON ACC'T	22	55	DEPOSITED			PAID OUT	2						
	CASH AHEAD			CASH SHORT			GOODS RET'D	1						
	TOTAL	46	76	TOTAL	46	76	ON APPROVAL	1						
							CHANGE							
							DEPOSIT							
							TOTAL	37	17	25	120	45	137	70
6	CASH FOR CHANGE	7	06	CASH ON HAND	15	86	SALES	14						
	CASH SALES	8	80	PAID OUT			RECEIPTS							
	RECD ON ACC'T			DEPOSITED			PAID OUT							
	CASH AHEAD			CASH SHORT			GOODS RET'D							
	TOTAL	15	86	TOTAL	15	86	ON APPROVAL							
							CHANGE							
							DEPOSIT							
							TOTAL	14	8	80	3	05	11	85
RECAPITULATION OF SALES	CASH FOR CHANGE	83	15	CASH ON HAND	133	45	SALES	120						
	CASH SALES	78	01	PAID OUT	80	92	RECEIPTS	18						
	RECD ON ACC'T	160	36	DEPOSITED	107	15	PAID OUT	7						
	CASH AHEAD			CASH SHORT			GOODS RET'D	1						
	TOTAL	321	52	TOTAL	321	52	ON APPROVAL	1						
							CHANGE	9						
							DEPOSIT							
							TOTAL	156	78	01	236	05	314	06

FIG. 7

No. of Receipt	Received on Account	1	2	3	4	5	6	Total
10235	H. Newman					1 00		
10236	Joe Gara	70 00						
10237	W. D. King			3 46				
10238	Frank Gvacek					12 00		
10239	R. W. Chambers	6 50						
10240	M. F. Eaton	10 00						
10241	M. F. Bushman					1 05		
10242	C. E. Albright			1 00				
10243	M. Beaver		3 60					
10244	A. Fergusson	8 00						
10245	C. H. Brown		80					
10246	Andy Wolff			4 00				
10247	C. Bishop				4 50			
10248	J. W. McCarthy	20 00						
10249	Jesse Scott					3 50		
10250	Frank Hae.	2 45						
10251	Logan Marshall				3 50			
10252	C. E. Williams					5 00		
		116 95	4 40	8 46	8 00	22 55		160 36

No.	Cash Paid Out	1	2	3	4	5	6	Total
1352	William Kretzschmar	18 00						
1353	express on records					1 55		
1354	A. W. Vondracek	19 00						
1355	Lea Stapanek				13 00			
1356	Clara Kaweba		3 50					
1357	Clara Prochaska			12 00				
1358	W. Akers.					13 87		
		37 00	3 50	12 00	13 00	15 42		80 92

No.	Goods Returned for Credit	1	2	3	4	5	6	Total
399	W. D. King 1 Pair returned CL					25		

No.	Goods Sent Out on Approval and Loaned	1	2	3	4	5	6	Total
100	John Indra gasolene stove					3 00		

FIG. 7

of "Received on Account"). This makes a total of $188.48 of cash to be accounted for.

In summing up at night we find he has $44.33 cash; has paid out $37.00 (see "Cash Paid Out"—Fig. 7A) and given to cashier for deposit in bank, $107.15. Total $188.48. It will thus be seen that each transaction of the day has been accounted for and that the cash balances.

It will be noted in each salesman's Cash Summary that there are spaces marked "Cash Ahead," "Cash Short." To illustrate their use, if a salesman finds that he has $1.00 more in cash than he can account for, one of three things has happened: He has made a cash sale that he has failed to enter properly; has failed to give a customer proper change, or some customer has paid him $1.00 on account without receiving credit. In a great majority of cases, while the transaction is fresh it can be recalled and properly adjusted. In case of failure to account for the extra $1.00 it is entered as "Cash Ahead." Should a customer claim later that his change on the day the cash was "ahead," was $1.00 short, it would be good business to give him the $1.000. Or again, if a customer claimed later that he paid $1.00 on his account on that date, for which he had not received credit, the records would indicate the $1.00 belonged to him.

In the case of "Cash Short," one of two things has happened: Some customer was given too much

change, or the cash was paid out that was not recorded. The latter may be recalled, but the chances are the customer may never know he was given too much change.

The totals of the "Recapitulation of Sales," Fig. 7, are carried into the proper columns of the 10-column



Mr. Thomas Cantley, general manager of the Nova Scotia Steel & Coal Co., "snapped" as he was saying "good-bye" to the C.M.A. visitors in front of the office building of the Eastern Car Company, New Glasgow.

Journal, Fig. 8. These entries will be explained later.

Under the head of "Recapitulation," at the top of right hand column, Fig. 7, the entire work of each salesman is summed up. For instance, Salesman No. 5 made a total of 28 sales; received cash on account from 5 customers; issued 2 "Paid-Out" Slips, 1 for Goods Returned for Credit on Account, and 1 for Goods Sent Out on Approval; did not have any "Change Only" transactions, or turn in any cash for deposit (See Summary Fig. 7, Salesman No. 5). The several totals, such as Cash Sales, Charge Sales, "Received on Account," the various items of cash paid out and goods returned for credit (Figs. 7 and 7A) are carried to the Journal, as will be explained in Fig. 8.

The individual items under "Received on Account" (Fig. 7A) will of course be posted from this entry to each customer's account on the Ledger, Fig. 5.

The disposition of items under "Cash Paid Out" and "Goods Returned for Credit," will be explained in detail in the Eighth Step. The Detailed Summary (Figs. 7 and 7A), while seemingly involving much of detail, is really very simple and easily kept. Only a few minutes each day is required to make the entries. The result is a detailed record of each day's business in condensed form easily referred to.

"Say mother, I've been praying for a pair of skates for ever so long. Don't you think we'd better stop at that hardware store and get them and save God the trouble?"

PATENT A NEW TRIPPING DEVICE

J. H. Rodgers and W. J. Spence, two foremen in the E. T. Wright Co., Ltd., factory at Hamilton, have just invented a tripping device for power presses used in the sheet metal business, which prevents repeating, thus saving a great many fingers of workers in the stamping and press rooms. The device has been patented in both Canada and the United States.

WEDDING BELLS

Arthur Petz, assistant superintendent of Berry Bros., Walkerville factory, was married recently to Miss Myrtle Crosby, a stenographer employed by that concern.

James Smith, of the Drake Hardware Co., Victoria, B.C., was married recently.

A THIRTY PER CENT. INCREASE.

Mr. L. C. Lariviere, Montreal, was in Toronto recently. "How do you find business? Fair," he was asked. "Yes," he replied, "our business is 30 per cent. larger than last year. I suppose you can call that fair," he concluded with a smile.

HARDWARE STORE OPPORTUNITIES

The secretaries of the boards of trade at Atwater, Edenwold, Gerald, Grandora, Griffin and Punnichy, Sask., state there are opportunities for new hardware



Mr. C. L. Cantley, assistant to the general manager of the Nova Scotia Steel & Coal Co., who did much to make the visit of the C.M.A. at their plant at New Glasgow pleasant.

stores at these centres; and for tinsmiths at Bangor, Biggar, Cudworth, LeRoss, and Quinton, Sask., and Holdun and Wabamun, Alta.

Sarnia's ratepayers passed a by-law fixing the assessment on the new Perfection Stove Works at $25,000.





Trade Insurance

The safest policy for the Retail Merchant to adopt is to insure his trade and a continuation of their patronage by selling them goods with a known reputation for quality.

Full value goods, backed by forceful advertising means successful selling. It's the cumulative effect of satisfied customers that builds business—cumulative in sales and profits.

The effectiveness of Martin-Senour advertising insures a steady demand for Martin-Senour Paints and Varnishes. The quality service of every product insures satisfaction to every customer and widens the way for continuous profit for you, compounding year by year.

Have us show you why Martin-Senour Paints and Varnishes will satisfy more people more of the time than any other make. Have us explain our policy of trade insurance and the sales co-operation rendered to each Dealer-agent.

THE MARTIN-SENOUR CO.

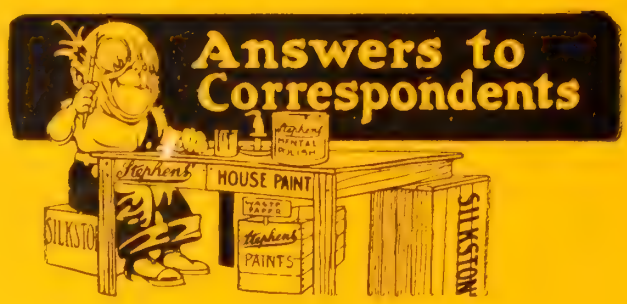
LIMITED

MONTREAL, CHICAGO
TORONTO

WINNIPEG, LINCOLN
HALIFAX







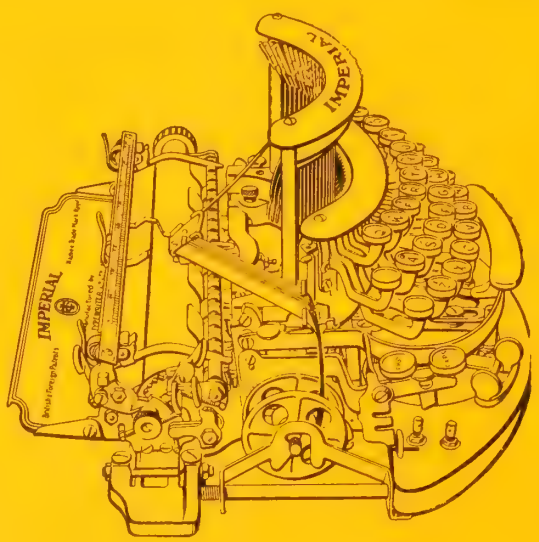
ONE of the very best features offered by any Paint Manufacturer is the proper answering of all correspondence produced by direct advertising. When a consumer writes to us for information (and thousands do every year) we answer their letters the day they are received, give the necessary information, and more if deemed necessary, and REFER THEM TO THE NEAREST DEALER. More than that, we notify their agent, follow up the prospect and do all in our power to close the sale for him.

It is service worth while to you, Mr. Dealer. If you are in a town where we have no agent, write us for full particulars, we will gladly furnish you.

G. F. STEPHENS & CO., LIMITED

Paint and Varnish Makers

WINNIPEG Branch at CALGARY



The
Imperial Typewriter
British Made

$60.00 f.o.b. New Glasgow

The Imperial Typewriter was placed on the English Market six years ago, and in that short time has made a name for itself, for its durability. The makers claim that they had not repaired one machine out of every thousand that has been manufactured in that time.

It has all the features of the machines that sell for double the price and with the interchangeable Keyboard feature, the one carriage can be used for any language in the world, which feature accounts for the big saving in price.

We want live dealers to take agencies for all parts of Canada and will allow a liberal discount. Write

The Imperial Typewriter Co. of Canada

Box 167 New Glasgow, N.S.



The Hunter Who Bags the Most Game

Is the one who carries a good gun, owns a well trained dog, and who has a steady nerve and a true eye.

The same principle applies to the dealer who wishes to be successful in the varnish "game."

He should carry goods of quality,—goods that are well advertised and known to the public, and he should take advantage of all the co-operation and assistance he can secure from the manufacturer.

The Glidden Line,—JAP-A-LAC, Endurance Wood Stains, Green Label Varnishes, White Enamels, Flat Wall Finishes, etc., is a line of quality goods throughout; it is highly advertised and the consumer knows that Glidden products can be depended upon to give satisfaction.

Co-operation with you at all times is part of the Glidden selling plan.

Write us to-day for full particulars and get acquainted with the liberal discount on Glidden Goods.

THE Glidden Varnish Co.

TORONTO, CANADA

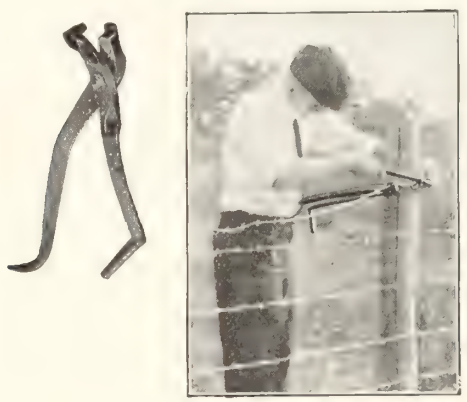
Factories:—Cleveland, Ohio; Toronto, Canada

Branches:—New York, Chicago, London

New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

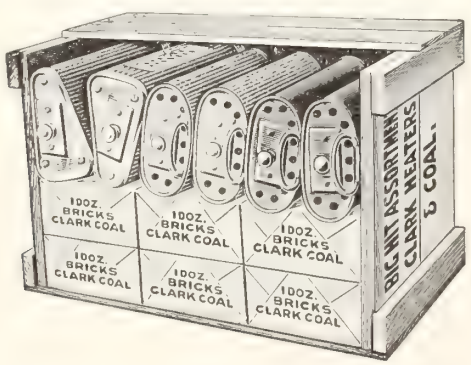
The Luther Grinder Mfg. Co., Milwaukee, Wis., have a new convenience in their wire tightener. It is a very simple yet efficient device, by which one man can tighten slack wires, and at the same time nail them to the post where he is doing the tightening. This is a great convenience, especially at this time of the year, or in the spring, when people want to tighten up the



slack wires around their fields. With this new, simple device one man can do the tightening in about one-third the time formerly taken. It would be of interest to investigate the article.

The Marlin Firearms Co., New Haven, Conn., have just got out a new model 30 16-gauge hammerless repeating shotgun, and have published a small circular describing the gun. It is similar to their 12-gauge hammerless repeater, but is a separate, distinct model, built smaller and is neater and trimmer throughout. It is a lightweight and is well balanced.

The Chicago Flexible Shaft Company, Chicago, makers of Clark Heaters, for use in automobiles, carriages, wagons and sleighs, offer several assortments for the convenience of dealers. The "Big Hit Assortment" shown here consists of two each of three popular



numbers making six heaters in all. Each assortment also contains six dozen of the Clark Carbon Bricks which supply the heat for these convenient cold weather devices. With the advent of cold weather dealers might find this an attractive line. The makers are furnishing gratis to dealers an extensive and attractive line of show cards, hangers, etc., for window and counter use.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The Canada Cycle & Motor Co., Ltd., Toronto, have recently published the 1913 edition of their "Automobile" skate year book, containing the records of the winners in a great many of the Canadian hockey leagues last winter, together with numerous illustrations of these winning teams. The book also contains the rules for playing hockey, and a great many helpful hints to the players. Interspersed with the matter is an occasional ad page devoted to the merits of "Automobile" skates.

The company have also issued for the use of dealers a set of four window cards, fancifully printed, drawing attention to the fact that the dealer carries "Automobile" skates, and drawing attention to some particular feature of that skate.

G. L. Griffith & Son, Stratford, Ont., have just published a catalogue of their horse specialties, containing one of the most complete line of halters ever offered to the Canadian trade. They believe they have a halter to fit every need. In addition there is pictured and described good staple lines of horse goods and saleable and profitable specialties. The firm's business was established twelve years ago as the result of an idea, and this idea has been added to until they are now making a line of complete harness and horse specialties.

The National Cash Register Co. have published at the request of merchants and clerks wanting ideas on window advertising a beautifully printed and illustrated booklet on window dressing entitled "There's money in your show window." All agree that the show window is an important factor in business success and that it should have careful study and attention to bring a good profit. The booklet covers practically the whole range of business.

HARDWARE EXHIBITS AT MONTREAL

At the recent exhibition held at Montreal under the auspices of the Retail Merchants' Association, an exhibit which attracted a great deal of attention was that of the Jas. Stewart Manufacturing Company, Ltd., Woodstock, Ont., who gave a demonstration of their "Pennant" combination range. The booth was in charge of Mr. Stewart and Mr. McDougall. Another booth which attracted quite a lot of interest was that of the McCaskey Account Register Company, Toronto, which was in charge of W. C. Parker. The Gillette Safety Razor Company, Montreal, were also represented, having a very attractively decorated place. Their booth was in charge of Mr. Flanagan.

ENAMEL SPECIALTIES FOR MANUFACTURERS

Stamped and Enamelled Ware, Ltd., Hespeler, Ont., a new concern for the manufacture of that class of goods, have got their plant ready for operation, and are open to do enamelling on specialties for other manufacturers.

The W. J. Gibson Harness Co., Ltd., capitalized at $90,000, has obtained a provincial charter to take over and run the harness manufacturing business heretofore conducted by W. J. Gibson at Gananoque, Ont. The provisional directors are W. J. Gibson, C. A. Gibson and L. P. Wood.

Paint, like people, has duties to perform.

Cheap, shoddy paint can no more do its duty to the dealer than it can to the consumer. The dealer must sell paint that will do all that is claimed for it, if his business is to be a success. People remember the store where they have bought satisfactory goods and they don't readily forget when they are disappointed.





This is the finish for interior walls and ceilings that combines all the qualities demanded by the modern decorator for the artistic, sanitary and durable decoration of homes and public buildings. Sanitone is not made to compete against price—people want quality now-a-days and Sanitone is made of purest materials only, so that it may give best results and make satisfied customers for our dealers and ourselves. Sanitone is an oil-paint that dries with a flat velvety finish, which lasts for years without fading, and which may be washed with soap and water without injury. It is made in twenty-four beautiful shades. Write for descriptive folder.

In Canada Paint is embodied the result of our many years' experience in paint making. It is made of pure linseed-oil—which we press in our own mills—pure lead, and pure zinc in correct scientific proportion with the necessary coloring pigments and driers. It is thoroughly mixed and ground in powerful mills of latest design. The result is a paint that covers the greatest amount of surface, and wears for the longest time. It wears well, locks well and affords real protection to the surface on which it is applied. Canada Paint is put up in Imperial Measure cans, attractively labelled. There is no better paint made than Canada Paint, and it is strongly backed by effective advertising.

THE CANADA PAINT CO.
LIMITED

MONTREAL-TORONTO-WINNIPEG-CALGARY-HALIFAX

PAINTS-COLORS
VARNISHES

CP
TRADE MARK

STAINS-ENAMELS
LINSEED OILS

Canadian Trade News

Young & Barry, tinsmiths at Edmonton, are succeeded by Barry & McClure.

The R. Bigley Company's foundry at Toronto was badly damaged by fire recently.

Ft. William, Ont., and Melville, Sask., are asking for the erection of brass foundries.

The Richardson Scale Co., Passaic, N.J., will erect a branch factory at Lethbridge, Alta.

The Pattison Sheet Metal Works, Victoria, B.C., have dissolved, Mr. Pattison retiring.

Fox Bros., hardware and furniture store at Belmont, Man., was damaged by fire recently.

Albert E. Bond, hardware and general merchant, Sheffield, Ont., is dead, aged 55 years.

Wm. Magladery's hardware store at New Liskeard, Ont., was destroyed by fire on Oct. 21.

The Twinplex Sales Co. of Canada, makers of safety razors, have been registered at Montreal.

The Canadian Plumbing Co. has started business at Fort Frances, Ont. Manager, C. A. Long.

Calvin T. Bent, president of Bent & Cohoon, Ltd., hardware dealers, New Glasgow, N.S., is dead.

Patent Twines, Ltd., Toronto, capital $40,000, has obtained an Ontario charter to make twine, rope and cordage.

The A. G. Dobie Co., Brockville, Ont., have the contract for electric wiring and fixtures in the new post office at Gananoque.

John McKenzie, buyer for Hunter Bros., Rossland, B.C., has returned to his duties after a visit to his old home in Scotland.

At Melville, Sask.; Camrose, Alta.; and Prince Rupert, B.C.; there are said to be openings for wholesale hardware warehouses.

Walter H. Reid, who recently returned from the West, has taken charge of the builders' hardware department of Kreek, Clark & Co., 10 Adelaide St. West, Toronto.

J. H. Roper & Co., Montreal, have been appointed Ontario and Quebec agents for Alfred Field & Co.'s (Sheffield and Birmingham, Eng.) cutlery and general hardware.

"Maxwells, Ltd.," is the name of the recently incorporated concern which is taking over the business of David Maxwell & Sons at St. Mary's, Ont. The capital is set at $400,000.

BUSINESS CHANGES

BRITISH COLUMBIA

Jubilee.—H. L. Brown, hardware and grocer, giving up business.

Malakwa.—Alfred Cockman, general merchant, adding hardware.

Frank.— Alex. Morency opening plumbing and tinsmithing shop.

Victoria.—R. Smith, hardware and plumbing, sold to A. & H. John.

Sperling.—E. A. Rutter has purchased C. N. McKenzie's business.

Manoose Bay.—A. J. Burrows, building hardware and general store.

South Vancouver.—Marley Hardware Co. changed name to Marley, Crane & Co.

Victoria.—The B.C. Hardware Co. and the Island Hardware Co. have amalgamated.

ALBERTA

Lousana.—Slack Bros., hardware, burnt out.

Schuler.—N. B. Steele, hardware, commencing.

Edmonton.—R. H. Palmer, hardware, commenced.

Athabasca.—P W Dueck, hardware, recommenced.

Dewar Lake.—W. H. Brumwell, hardware and furniture, commencing.

Edmonton.—Sommerville Hardware Co., Ltd., taking over plumbing and heating business of Edmonton Metal Works, Ltd. W. K. Whimster still in charge of that department.

SASKATCHEWAN

Elfros.—M. Irvine, hardware, opening new store.

Roche Percee.—C. Hagen, hardware, commenced.

Nottingham.—T. G. Ellis, hardware, commencing.

Waldena.—American Hardware Co. selling business.

Kincaid.—Maxwell & Watt, Hardware, commencing.

Grenfell.—R. W. Lauder, electrical supplies, starting.

Grenfell.—Fred. Myles, electrical supplies, commencing.

Saskatoon.—Elliot & Scott, succeeded by Elliot & Donaldson.

Drinkwater.—Johnston Bros., hardware, sold to W. W. Douglas.

Netherhill.—G. H. Ralph, hardware and harness, sold business.

Qu'Appelle Station.—W. J. Craig, harness and implements, fire loss.

Hitchcock.—Geo. Roy, hardware, business taken back by P. Dupuis.

Limerick.—J. W. McLeod, hardware, removed from Francis, Sask.

Gravelburg.—Cote & Busch, hardware, bought out Lamoureux & Cote.

Melfort.—Dawson, McEwan Co., Ltd., sold implement end of business.

Lanigan.—A. Rumage, hardware and implement dealer, discontinuing business.

Rainton.—Rainton Hardware Co., dissolved, M. Steinman continuing under old name.

MANITOBA

Laurier.—J. H. Doucette, hardware, succeeded by Eugene Assaully.

ONTARIO

Toronto.—W. F. Rowell, hardware, discontinued.

London.—J. E. Young, hardware, giving up business.

Pt. Arthur.—Pt. Arthur Hardware Co., commencing.

Woodville.—A. Good & Co., hardware, sold to Dure Bros.

Colborne.—H. J. Morden, hardware, sold out business.

Ottawa.—J. P. Band, plumer succeeded by J. P. Band & Co.

North Bay.—J. W. Richardson, hardware, adding furniture department.

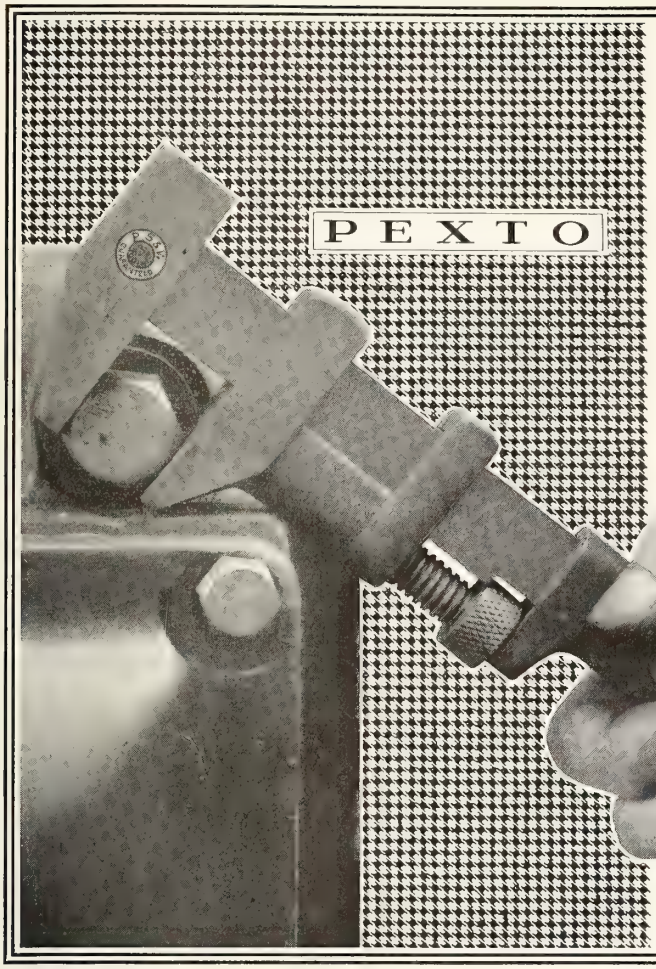
Ft. William.—G. R. Colville, hardware, succeeded by Colville & McLaughlin.

Welland.—W. H. Burgar, electrical supplies, sold to Currie & Spachmann.

Toronto.—S. A. Dawe, plumber, succeeded by U. S. Nat. Electric Fixture & Supply Co.

QUEBEC

Montreal.—Richer & Lamothe, hardware dealers, have been registered.



The One Big Selling Point— STRENGTH

Pexto Wrenches have it. The mechanic knows it. You make an easy sale and get the profit.

Head, bar shoulder and handle-frame drop-forged in one solid piece of steel and case-hardened. Extra-heavy knurled thumb-screw. Sliding-jaw strong where others are weak.

Get in line with the largest line of mechanics' hand-tools offered by any maker.

The Peck, Stow & Wilcox Co.

Southington, Conn. New York, N. Y. Cleveland, Ohio

Address Correspondence 214 West Center St., Southington, Conn.

Every Pexto Guaranteed tool shows this trade-mark.

P. S. & W. TOOLS GUARANTEED



Painters Know Good Paint

and the fact that

B-H "ENGLISH" PAINT

Is given the preference by leading painters everywhere is proof enough to any reasonable man that it must be essentially superior. Practical men don't go on wasting their money for it in preference to others; you may be sure they do so because convinced of its merit.

The known qualities of B-H "ENGLISH" PAINT make it the most profitable paint to sell because you have the perfect certainty that it will always satisfy the user and lead to more sales. There's no guess work about this. The fact of long-continued and constantly extending use is the best possible proof that this is so and that the live dealer can make more and surer profits handling B-H than any other paint.

BRANDRAM-HENDERSON LIMITED

Montreal Halifax St. John Toronto Winnipeg

Market Situation

Hardware Markets.

The market situation as it affects hardware articles generally is entirely satisfactory. Seasonable lines up to now have been decidedly heavy. One of the jobbing houses reports an increase of nearly 40 per cent. in business so far this year as compared with the same period a year ago.

There is little change in market price conditions, but there is a decidedly firm tone. Holiday goods are figuring in orders coming in, and as the season advances these will increase in demand.

Glaziers' points are up a cent a package, and one of the Winchester rifle models has a new resale price put on it.

* * * *

Metal Markets.

The end of October saw all metals in a much better position than when the month commenced. There have been, of course, the usual fluctuations—up one week and back the next—especially in the metals which figure on the stock market.

Tin opened with a slump, two declines taking place within a week. Another decline in the second period brought the price in London to the lowest figure there in two years. The third week saw an improvement with higher prices in the primary markets and a decidedly healthier and better tone in America.

Copper in the early days of the month declined, but with the advancing month recovered itself, and finished stronger than at the close.

Iron and steel have been advancing all along. There does not appear to be any let up at all in the demand, and cancellation of orders is practically unknown.

Lead has declined and advanced, week by week, but at present is in a little better position than for some time past, and the market is strengthening with increased demand.

The whole metal market seems good to the Canadian metal men, who appear to have all the business they can handle and express themselves satisfied with what is passing. They have no fear of the future, and the money stringency and the situation in the West is not affecting them.

* * * *

Paints and Oils.

Manufacturers and jobbers report splendid sales and orders for paint goods. Besides the present demand, which is better than seasonable, the outlook for futures is especially bright.

Turpentine and oil are steady with a tendency to firmness, and the various paint products are at unchanged quotations.

In Belgium there has been a reduction in the output of window glass. Difficulties have been met with in sales, and the syndicate has arranged for the closing of four furnaces, which will mean a reduction of 12½ per cent. This means that prices will remain at their present level, unless some other contingency arises.

* * * *

Heating Goods.

In Ontario the stove trade is experiencing a splendid development, and the same is true of Upper Canada and the Maritime Provinces, and as this fine condition applies to stoves, it applies in a particularly strong manner to the furnace trade. Furnace makers with a national trade say that even in the West good business has and isdeveloping,but that in Ontario the trade is especially good.

In country districts farmers are more than ever before installing hot air furnaces in their homes, and firms doing a local trade or a business confined to provincial bounds report increases all the way from 25 to 40 per cent. above their business of a year ago. One Toronto house with the bulk of its business in that city and its vicinity, and within the confines of Ontario, reports $300,000 more business so far this year than during the same period in 1912. The same is true of houses at Hamilton, London, Ottawa and other centres. While the volume of business at the smaller points of Ontario may not bulk up so largely as in the big cities, yet the proportionate increase is just as great. There is this to be said for the trade in the smaller centres, they are devoting more time and conducting a more intelligent campaign in educating the rural community and bringing them up to a higher plane of right living than ever before. This to a great extent is the reason why they are now reaping the benefit of the seeds sown in the near past

In regard to stoves, prices are firm, with no thought of a reduction, but buying is being done on conservative lines. The tight money market and the poor collection stories coming from out of the West have played their part in putting a damper on active trading, especially in the provinces west of the lakes —a damper that the increased business in the East has not been great enough to offset.

The consequence is that dealers are placing smaller orders, and the likelihood is that they will continue to order in small quantities throughout the season. Stocks in retailers' hands are at a minimum, and, evidently, they mean to keep them down to the lowest possible.

On the other hand, manufacturers' stocks of stoves and ranges in their warehouses in western centres are large; so they are prepared for any active buying should such develop. The whole situation may be summed up, as one manufacturer expressed it—"Business is good, but hardly up to what we expected."

While the stove business in the West is somewhat "off color," accessories in the way of sifters, etc., are, strange to say, quite brisk, and the hot air furnace and register trade is good, both in the east and west.

Despite the slackness at present permeating the business field, it is believed that the year's total trade in stoves will show an increase over last year, though that increase will be slight. Sales during the first four months showed as high for some manufacturers as 30 per cent. above the trade of the corresponding months in 1912.

While western buyers are going carefully in the matter of ordering, there is also to be considered the disposition on the part of the manufacturers to watch and restrict credits carefully as well, they rightly feeling that it is a part of wisdom not to push trade too vigorously at present.

But Canada is a growing country and cannot be kept back, the present restriction acting on trade much as a tonic on a sick man. With good crops this year will be a return to normal conditions, and the slight recession in trade will be looked upon as a wholesome medicine and give every maker and trader a chance to snug up their business for the good business just ahead.

Don't expect the stove repair branch of your business to run itself; it won't.

THE SHERWIN-WILLIAMS CO.

OF CANADA, LIMITED

MONTHLY BULLETIN

No. 1 Some experiences of successful paint dealers that should interest you. No. 1

Getting Started Right

Not in time, place nor circumstance—but in the man—lies success. With equal opportunities, one builds a prosperous, permanent business; the other complains he never had a chance.

Back to a little country town there returned a young man home from his travels. With suitcase in hand he walked briskly down the main street and stopped in front of a store where he had worked as a boy. Cobwebs adorned the unwashed windows; it was melancholy, unpainted and dismal. The young man had just $150 of savings, but he risked it all and bought the store—lock, stock, good will and barrel.



This happened nearly ten years ago, and to-day this merchant nets a profit of over $7,000 a year. His name is Ballou the Paint Man—the S-W Agent at Worcester. Some say it was a bit of business magic, but Booster Ballou will tell you that one of the fundamental reasons for his success was the choice of merchandise to sell.

A business story appeared recently in McClure's Magazine to recount Ballou's achievement. For obvious reasons the name was changed, but in the Henderson of the following paragraphs, you will recognize our friend.

"At first thought it would seem an easy thing to procure high-class goods to sell, or to get goods that meet some popular requirement not necessarily dependent on price. In reality this is one of the most troublesome of business problems; it is commonly neglected because it presents so many vexations. To live up to its definite standard requires a dead-line, with sentries posted all along it. In one business out of a hundred you find such a dead line. The ninety-nine others are more or less like the paint store before young Henderson bought it.

"Henderson was a dealer, not a contractor. The contractors and smaller consumers who used his goods looked to him for protection. Nevertheless, he was unable to assure you that his paint wouldn't peel off within a month or rise up in blisters when the sun struck it. There are plenty of merchants to-day who can't tell why the goods they sell don't have fast colors or what gives their coffee an "off" taste.

"But Henderson's magic consisted in finding out. He set about a study of paint ingredients and presently he discovered that the Government had already taken a scientific interest in the subject. It had issued a pamphlet giving the chemical analyses of most of the brands of paint on the market together with other technical information of great value. Henderson's goods now lay revealed before him in a most surprising manner. He found that some of his mixed paints contained no linseed oil whatever, but a substitute of cheap vegetable oil. A benzine drier took the place of turpentine, and plain water made up a considerable percentage.

"The very day he made this discovery, he took the train for a large city not far away. Here he called on the manufacturers of a brand of high-class paint—and asked for the exclusive agency in his district.

Fixing the quality dead-line should be the first task of every merchant laying the foundations for his future prosperity. As a successful dealer said the other day: "You must build up your paint department on the reputation of the house."

Both the buying public and the discriminating storekeeper prefer to purchase products with a good character. As a man is known by the company he keeps, so a merchant is known by the wares he sells. Most merchants have learned to avoid the firm which is heralded by the brass band of boastful advertising, whose product is "the best on earth," and to avoid the unknown manufacturer who suddenly appears with his full pages in the trade journals, declaring he will revolutionize the paint business. They have been doing this for the last forty years, but the only people who seem to have benefited are the promoters of these get-rich schemes."

We have a number of "The Blue Store" books which are very interesting, and contain many good suggestions that are helpful to paint dealers. If you would like a copy, just ask for it, we will be glad to send it without cost or obligation.

SHERWIN-WILLIAMS PAINTS & VARNISHES

A FINISH FOR EVERY PURPOSE

THE SHERWIN-WILLIAMS CO. of Canada, Limited: Montreal, Toronto, Winnipeg, Calgary, Vancouver, Halifax, N.S., London, Eng.

PREVAILING MARKET PRICES.

Toronto, NOVEMBER 1st, 1913

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 23

Antimony, per lb. 0 10½

Brass rods, ½ to 1 inch.. 0 22
Sheets, up to 20 gauge. 0 26
Tubing 1 inch, base.. 0 25

Copper, ingots, casting... 0 17¼
Sheets, plain, 14 oz. base 0 29½
Sheets, tinned, 14 oz. base 0 30½
Sheets, planished, 14 oz. base 0 37½
Sheets, braziers 0 29½
Bars, round ½ to 2 in. 0 27

Black Sheets, 28 gauge base,
Toronto 3 00
Montreal 2 85

Canada Plates—
Ordinary, 52 sheets, Toronto 3 00
All bright, 52 sheets .. 4 15

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 75
60	4 70	5 00
20x28x80	8 90	9 50
20x28x80	9 40	10 00

Galvanized Sheets (Corrugated)—
22 gauge, per square.. 6 75
24 gauge, per square.. 5 50
26 gauge, per square.. 4 25
28 gauge, per square.. 4 00

Galvanized Sheets.

	Fleur de Lis	Queen's Head
16-20 gauge ..	3 75	3 75
22-24 gauge ..	3 95	3 90
26 gauge	4 20	4 15
28 gauge	4 45	4 40

Case lots 25 cents less.

Apollo brand	Toronto
24 gauge, American ...	3 70
26 gauge, American ...	3 90
28 gauge (26 English)	4 20
10¾ oz., equal to 28 Eng.	4 40

Iron Pipe, per 100 feet—
Black base, 1 inch ... 4 35
Galvanized base, 1 inch 6 00

Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 65; standard bushings, 70; headers 60; flanged unions, 65; malleable bushings, 65; nipples, 75; malleable lipped unions, 65.

Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 60; 7 and 8 in. pipe, 45; light pipe, 60; fittings, 70.

	Toronto
Bar Iron, per 100 lb. ...	2 05
Forged iron	2 35
Refined horseshoe iron..	2 40
Sleigh shoe and mild steel	2 25
Iron finished steel	2 50
Tire steel	2 35
High speed steel	0 65

Pig Iron, car lots, f.o.b. Toronto

Canadian fdy., No. 1	21 00
Middlesboro, No. 3...	24 25
Radnor (charcoal) ...	34 50

Lead, Canadian pig 5 65
Imported pig, 100 lb. .. 5 65
Bar pig 5 85
Sheets, base, 2½ lbs. sq. ft. 7 50
Pipe and waste 9 00
Traps and bends ..... 40 p.c.
Solder, half and half, lb... 0 28

Spelter, foreign, per 100 lb. 7 00
Sheet Zinc 8 25
Tin, ingots, 100 lb. 44 00

Tin Plates, charcoal—
M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 50

"Dominion Crown Best"—Retinned.

I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 65
I X, 14x20 base	5 65
I X X, 14x20 base	6 65

Bright Cokes, Bessemer Steel.

I C, 14x20 base	4 50

Terne Plates.

I C, 20x28, 112 sheets	7 40
I X, Terne Tin	9 40

Charcoal Tin Boiler Plates.

I X X, 14x60, 50 sheet boxes	7 50

Tinned Iron.

72x30 up to 24 gauge, case lots	8 50
72x30 up to 26 gauge, case lots	8 95

Scrap Metal, Dealers' Buying Prices—

Heavy Copper and Wire, lb.	0 11¼
Light copper botoms..	0 09¾
Heavy red brass	0 10½
Heavy yellow brass ...	0 08½
Heavy lead	0 02¾
Light brass	0 06½
Tea lead	0 02½
Scrap zinc	0 04
No. 1 wrought iron....	10 00
Machinery cast scrap No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS

Barn Paint, barrel lots—

Gallon tins	1 00	1 10

Chemicals, in casks, per lb.—

Arsenate of lead	0 10¼
Sulphate of copper (blue stone	0 07
Litharge, ground	0 07
Litharge, flaked	0 07½
Green copperas (green vitriol)	0 01
Sugar of Lead	0 09

Colors in Oil—

Venetian red, 1-lb. tins, pure	0 12
Chrome, yellow, pure ..	0 18
Golden ochre, pure ...	0 13
French ochre, pure	0 12
Chrome green, pure ...	0 10
French permanent green, pure	0 15
Marine black, 25 lb. irons	0 09
Signwriters' black, pure	0 19

Glue, in sheets ... 0 10 0 15
1 lb. pkges (Brantford) 0 25

Petroleum—

Can. prime white, gal...	0 15
U.S. water white	0 12½
U.S. Pratt's astral ...	0 15½
Castor oil, per lb., in bbls. 0 08	0 08½
Motor Gasoline, single bbls.	0 21
Benzine, per gal., single bbls.	0 20

Putty— 1st
Bulk 100 lb. drums .. 3 50
Bladders in barrels 3 75

Ready Mixed Paints—
Per gal., qt. tins 1 65 2 00

Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt. 6 00
Genuine, 100 lb. kegs, per cwt. 6 25

Shingle Stains—
In 5-gallon buckets ... 0 75

Turpentine and Linseed Oil—
Pure Turpentine, single barrels 0 60
Linseed Oil, single barrel, raw 0 62
Linseed Oil, single barrel boiled 0 65

Rosin, "G" grade, bbl. lots, 100 lbs. 3 60

Varnishes, per gal. cans—

Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing...	3 00
Elastic oak	1 50
Furniture, polishing ..	2 00
Furniture, extra	1 20
Furniture, extra No. 1..	0 95
Light oil finish	1 25
Gold size japan	2 00
Turps brown japan	1 00
Baking black japan ...	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 95
Stovepipe varnish, ½ pints, per gross	3 00
Pure white shellac varnish, in barrels	1 80
Pure orange shellac varnish, in barrels	1 70

White Lead ground in oil—... ..

Canadian pure, less than tons	8 40
Canadian pure, ton lots	8 25

White Zinc—

Extra Red Seal, V.M. (dry)	0 07½
Pure, in 25-lb. irons (in oil)	0 10

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50 . ..	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85 . ..	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50

Toronto, 15 p.c.

Miscellaneous —

Beeswax, per lb.	0 40
Orange mineral, 100 lb. kegs	0 09½
Pine tar, ½ lb. tins, doz.	0 80
Plaster of Paris, bbl. ..	2 50
Paris white, bbls.	0 90
Whiting, gilders, bolted	1 00
Whiting, plain	0 70

HEAVY HARDWARE

Anvils, Taylor-Forbes ... 0 05¾

Chain—Proof coil, per 100 lb.: ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.

Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.

Forges—
Blacksmith's portable, 135 lbs. 9 85

Horse Nails—
$2.80 per box base No. 9 and larger; Sampson No. 10 base, $2.25.

Horseshoes — Iron, light and medium No. 1 and smaller, $3.90; No. 2 and larger, $3.75; snow pattern, No. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." feather weight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg.; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.

Wire Nails, base 2 25
Cut nails—Montreal, $2.60; Toronto, $2.85.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.

Annealed Wire, base $2.50.

Hay Baling Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.

Clothes Line Wire—No. 19, $2.10 per 100 ft.

Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.
Fine Steel Wire—25 per cent.
Galvanized Wire—From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.
Poultry Netting—2-in. mesh, 19 w.g., 50 and 10 p.c.
Smooth Steel Wire—Base, $2.35.
Wire Fencing, car lots—Toronto
Galvanized barb 2 25
Galvanized, plain twist 2 60
Fence Staples—Bright, $2.60; galvanized, $2.85.
Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅜, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.
Wrought Staples—

Galvanized	2 85
Plain	2 60

Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE

Adzes—Carpenters', per doz. ...	12 50	14 00
Axes—Single bit, per doz. ...	6 00	9 00
Samson		9 00
Double bit, per doz.	10 00	12 00
Bench axes ..	6 75	10 00
Broad axes ..	22 75	25 00
Hunters' axes.	5 00	6 00
'Boys' axes ..	5 75	6 50
Lathing hatchets ...	4 70	10 00
Shingle hatchets	1 45	6 75
Claw hatchets.	1 70	5 00
Barrel hatchets	5 50	6 85

Ammunition — "Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ per cent.; B.B. caps, 50, 10 and 2½ per cent.; Centre Fire Pistol Cartridges, 25 and 2½ per cent.; Centre Fire Sporting and Military Cartridges, 10 and 10 per cent.; Primers, 10 and 2½ per cent.; Brass Shot Shells, 45 and 12½ per cent.; Shot Cartridges, discount same as ball cartridges.
Crown Black Powder, "Sovereign" Bulk Smokeless Powder, "Regal" Dense, Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 per cent.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs.: net extras as follows; chilled 40c.; 55 and 10 p.c.
buck and seal 80c.; No. 28 ball $1.20 per 100 lbs.; bags less than 25 lbs. ½c. per lb. f.o.b. Montreal, Halifax and St. John, f.o.b. Toronto, Hamilton and London, add 25c. per 100 lbs.

Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list. Tobin High Speed, 50 and 5; Tobin Never-Choke, 60 and 5.

Barn Door Hangers—
Double strap hangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25

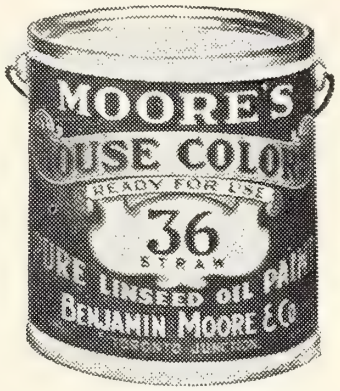
Bolts and Nuts—
Carriage Bolts, common new $1 list.
Carriage Bolts, ⅜ and smaller, 60 and 15 per cent.
Carriage Bolts, 7-16 and up, 55 per cent.
Carriage Bolts, Norway Iron ($3 list), 60 per cent.
Machine Bolts, ⅜ and less, 65 and 5 per cent.
Machine Bolts, 7-16 and up, 57½ per cent.
Plough Bolts, 55 and 5 per cent.
Blank Bolts, 57½ per cent.
Bolt Ends, 57½ per cent.
Sleigh Shoe Bolts, ⅜ and less, 55 and 10 per cent.
Sleigh Shoe Bolts, 7-16 and larger, 50 and 5 per cent.
Coach Screws, new list, 70-10 per cent.
Nuts, square, all sizes, 4¼ c. per lb. off.
Nuts, hexagon, all sizes, 4¼ per lb. off.
Stove rods, per lb., 5½c. to 6c.
Stove bolts, 30.

MOORE'S HOUSE COLORS

Represent the highest attainment in the manufacture of modern paints

To the User

Their use means greater economy of labor and material, better protective value and in fact a higher degree of all round satisfaction than can be obtained with any other paints.



To the Dealer

The sale of Moore's House Colors means a live growing, profitable trade such as can only be acquired by handling the best line of paints on the market.

Our practical advertising features help you get the business. The quality of our paints helps you retain it

A further extension to our plant (50 x 40 ft.) will enable us to give you even better service than before

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West Toronto

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Montreal

ESTABLISHED 1842

At your Service

Bells—Door bells, push and turn, 45 and 10 per cent.
Cow bells, 65 per cent.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells. No. 1, $1.65.

Building Paper, Etc.

Tarred slater's paper, per roll	0 70
O. K. paper, No. 1, per roll	0 95
Plain Fibre, No. 1, per 400 ft. roll	0 50
Tarred Fibre, No. 1, per 400 ft. roll	0 62
Tarred Fibre Cyclone, 25 lb., per roll	0 55
Dry Cyclone, 15 lbs.	0 45
Plain Surprise, per roll	0 40
Resin sized Fibre, per roll	0 42
Asbestos building paper, per 100 lbs.	4 00
Heavy straw, plain & tarred, per ton	37 00
Carpet Felt, per 100 lbs.	2 60
Tarred wool roofing felt, per 100 lb.	2 00
Pitch, Boston or Sydney, per 100 lbs.	0 70
Pitch, Scotch, per 100 lbs.	0 65
Heavy Fibre, 32 & 60, per 100 lbs.	3 00
2 ply Ready Roofing, per square	0 75
3 ply Ready Roofing, per square	0 95
2 ply complete, per roll	1 15
3 ply complete, per roll	1 35
Liquid Roofing Cement, bbls., per gal.	0 15
Liquid Roofing Cement, tins	0 20
Crude Coal Tar, per barrel	3 50
Refined Coal Tar, tins, per doz.	1 25
Refined Coal Tar, per barrel	4 50
Shingle varnish, per barrel	4 50
Caps, per lb.	0 06
Nails, per lb.	0 05
Mop, cotton, per lb.	0 15

Butts—Plated, bower barff & nickel, 45 per cent.
Wrought brass, 45 per cent. off revised list.
Cast iron loose pin, 60 per cent.
Wrought steel, fast joint and loose pin, 65, 10 and 5 per cent.

Cement.—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in. doz. 2 20
Bevel edge, 1 inch, doz. 2 50

Condouctor Pipe—

2 inch, in 10 ft. lengths	3 30
3 " "	4 00
4 " "	5 28
5 " "	7 26
6 " "	8.80

Door Knobs—Canadian, 45 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 50 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—

Single sets, each	1 80
Double sets, each	3 25
Unbreakable rail, 100 feet	5 00

Draw Knives—

Carpenters' 6 inch, doz.	5 25
Holding handles, 8 in., doz.	1 80
Folding handles, 8 inch, doz.	1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—

8 in. in 100 ft. lengths	2 90
10 " "	3 15
12 " "	3 68
15 " "	5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American Kearney & Foot, Globe, all 75; Black Diamond and Nicholson 66 2-3; Jewett's (English list) 27½, Delta 66 2-3.

Hammers—Tack, iron, doz. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers' hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz. 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 p.c.—
Samson, best quality, 47½ p.c.
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 45 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger. $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring)—Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks. 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz., $7.00.
Lift Tubular and Single Plain, per doz., $5.25.
Japanning, 50c. per dozen extra.
Prism Globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70

Locks and Keys—Canadian 50 and 19 per cent.

Mallets—Tinsmiths', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak 15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½ c. per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—

Sisal rope	0 12
Pure Manilla rope	0 17
"British" Manilla	0 13
Cotton, 3-16 inch and larger	0 24
Russia Deep Sea	0 16
Jute	0 09½
Lath Yarn, single	
Lath Yarn, double	0 11¾
Sisal bed cord, 48 feet. per doz.	0 65
Sisal bed cord, 60 feet, per doz.	0 80
Sisal bed cord, 72 feet, per doz.	0 95
Cotton clothes line, off.	
Bag, Russian twine, per lb.	0 27
Wrapping, cotton, 3-ply twine	0 26
Wrapping, cotton 4-ply twine	0 30
Mattress twine, per lb.	0 45
Staging twine, per lb.	0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 90
Mrs. Potts, No. 50, nickel-plated, per set 1 00
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—
Sectional, ½ lb. each, per 100 lbs. 2 50
Solid, 3 to 30 lbs. 1 70

Sash Cord—No. 8, per lb. 0 28½

Screws—Wood, F. H., bright and steel 85 10 and 7½
Wood, R. H., bright 80 10 and 7½
Wood, F. H., brass 75 10 and 7½
Wood, R. H., brass 70 10 and 7½
Wood, F. H., bronze 70 10 and 7½
Wood, R. H., bronze 65 10 and 7½
Drive screws 85 10 and 7½
Set, case hardened 60
Square cap 50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 p.c.
No. 3 and 4 grade, 45 per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—
Bronzed Iron with hooks, per 1,000 7 50
Eureka tinned steel hooks, per 1,000 8 00

Staples—

Poultry netting, 100 lbs.	5 70
Bed, 100 lbs., No. 14	6 75
Blind, per lb.	0 12
Coopers' staples, 45 per cent.	
Bright spear point, 75 per cent.	

Stovepipes—

5 & 6 in., per 100 lengths	7 62
7 inch, per 100 lengths	8 18
Nestable, 40 per cent.	
5 and 6-inch elbows, per doz.	1 22
7-inch elbows, per doz.	1 35
Thimbles, 70 p.c.	

Carpet tacks—Blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 16; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails in bulk, 15; tufting buttons, 22 line in dozens only. 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent. Plain and retinned, 75 and 12½.

Traps (steel game)—Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows—
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian. 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.55 per 100 sq. ft.; in 50-ft. rolls, $1.60 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 and 10 per cent.

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16 x 24, $1; 18x30, $1.15; 18x36, $1.95. Flat rim enameled sinks 16x24 $2.65; 18x30, $3.10; 18x36, $4.15.

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent.
Premier steel ware, 60 and 10 p.c.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pieced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 per cent.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, 40 per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ per cent.

Silverware—Holloware, 40, flatware, 40 and 10.

Churns—No. 0, $9; No. 1, $9; No. 2, $10; No. 3, $11; No. 4, $13; No. 5, $16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent.

Washing Machines—

New Ontario	41 25
Round, re-acting, per doz.	73 75
Square, re-act., per doz.	77 50
Dowswell	52 50
New Century, Style A	101 25
Ideal Power	180 00
Daisy	73 25
Stephenson	74 00
Puritan Motor	165 00
Connor, improved	52 50
Ottawa	55 00
Connor Ball Bearing	112 50
Connor Gearless Motor Washer	180 00

Wringers—
Royal Canadian, 11 in., doz. 47 75
Eze, 10 in., per doz. 46 75
Bicycle, 11 inch 60 50
Trojan, 12 inch 100 00
Challenge, 3 year, 11 inch 53 25
Ottawa, 3 year, 11 inch. 58 25
Favorite, 5 year, 11 inch. 61 75
20 per cent.

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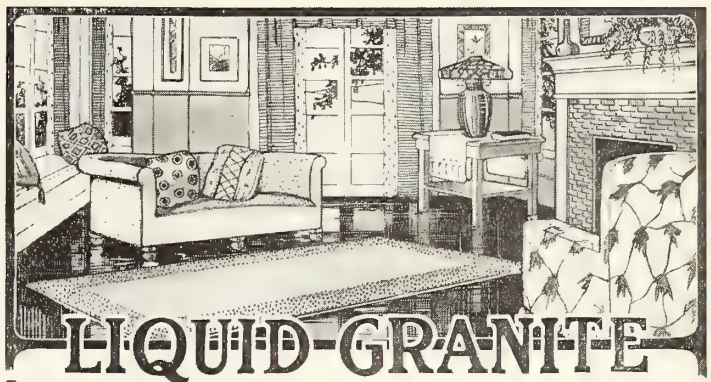
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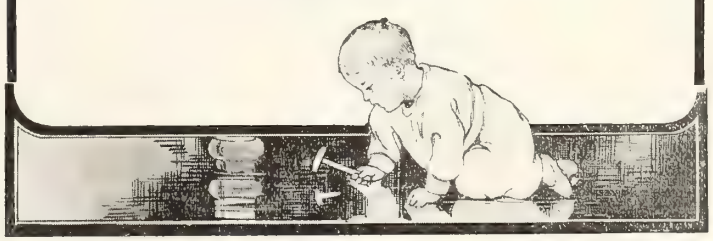
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RED S BRAND WINDOW GLASS



GLASS BENDERS TO THE TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror and Ornamental Glass

TORONTO

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

Manufacturers of a Complete Line of
Measuring Tapes and Rules

Our goods have so many commendable features that they have become POPULAR ABOVE ALL COMPETING LINES. Their ACCURACY, their DURABILITY, the very TRADE-NAMES, RELIABLE, CHALLENGE, etc., ARE RECOGNIZED INSTANTLY WHEREVER MEASUREMENTS ARE TAKEN.

OURS ARE THE ONLY MEASURING TAPES AND RULES MADE IN CANADA.
THEY ARE SOLD THROUGH THE JOBBER AND WE PROTECT THE DEALER.

ALL THIS AND MORE THE TRADE-MARK LUFKIN STANDS FOR

To be Printed in **January, 1914**

CANADIAN HARDWARE STOVE & PAINT JOURNAL

Published monthly by The Commercial Press, Limited, 32 Colborne St., Toronto.

What is This Buyers' Directory Number?

SIMPLY this: A special number we will publish about January 10, containing a colored paper supplement in which will be indexed for the convenience of four thousand retail buyers of hardware in Canada, the names of the various manufacturers making the many lines indexed. It will also contain an editorial description of many new lines being introduced on the market, and, in the various advertisements, a description of the most important lines shown in the catalogues of the most prominent manufacturers selling to the Canadian hardware trade.

Have you ever searched high and low, and everywhere, for the name of a certain manufacturer, or list of manufacturers, making a line of goods for which you have a customer or which you need for your own requirements. Most retailers selling hardware have.

Most manufacturers have need from time to time for such a directory as is issued by the Iron Age each year—and practically every hardwareman and general merchant handling hardware in Canada will find a similar use for the CANADIAN HARDWARE BUYERS' DIRECTORY.

Never before have manufacturers selling to the Canadian hardware trade had the opportunity of placing an advertisement before four thousand buyers of hardware—nor of having an advertisement with such a long life. Yet CANADIAN HARDWARE offers this increased service without any advance in rates, quotations for various spaces being

Four Pages $120 - Two Pages $65 - One Page $35
Half Page $20 - Quarter Page $12

Make your Advertisement complete and reserve your space early

DIRECTORY NUMBER

Preserve this Number **Price One Dollar**

"High Standard Sam"-Says-



"People who live in glass houses need no paint—but who wants to live in a glass house?"

You'll find the best people who live in the best houses think most of Lowe Brothers' High Standard Paint. That makes it easy to sell—and profitable. Write for details of the new dealer agreement made with High Standard exclusive agents.

The High Standard Trade Mark
"Your Protection"

Lowe Brothers LIMITED

Lyon-Monkhouse Winnipeg

TORONTO

Johnson Paint & Varnish Co. Vancouver

ONE DOLLAR YEARLY DECEMBER, 1913.

CANADIAN HARDWARE
STOVE & PAINT JOURNAL

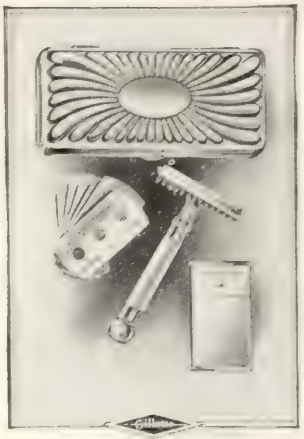
VOL. 5. Published Monthly by The Commercial Press, Limited, 32 Colborne Street, Toronto No. 12.



Push the Gillette for Christmas



No. 501. Pocket Edition. Basket pattern. Sells at $5.00



No. 502. Pocket Edition, Shell Pattern. Sells at $5.00.

MAKE the most of your opportunities for Christmas sales of Gillettes by showing a comprehensive assortment like this:

1 No. 501.—Pocket Edition. Basket Pattern, Metal Case, Triple Silver Plated Razor.	To sell at	$5.00
1 No. 502.—Pocket Edition. Shell Pattern, Metal Case, Triple Silver Plated Razor.	To sell at	5.00
1 No. 460.—Standard Set. Seal Grain Leather Case, Triple Silver Plated Razor.	To sell at	5.00
1 No. 460B.—Standard Set. Nickel Plated Metal Case, Triple Silver Plated Razor.	To sell at	5.00
1 No. 00.—Combination Set (Triple Silver Plated Razor, 12 Blades, Badger Hair Shaving Brush and Stick Gillette Shaving Soap) in Seal Grain Leather Case.	To sell at	7.50
1 No. 461.—Combination Set (Triple Silver Plated Razor, 12 Blades, Badger Hair Shaving Brush and Stick Gillette Shaving Soap) in Morocco Grain Leather Case.	To sell at	6.50
1 Carton containing 10 Sets of 12 Blades.	To sell, per Set, at	1.00
1 Carton containing 20 Sets of 6 Blades.	To sell, per Set, at	.50



No. 460. Standard Set. Leather Case. Sells at $5.00.

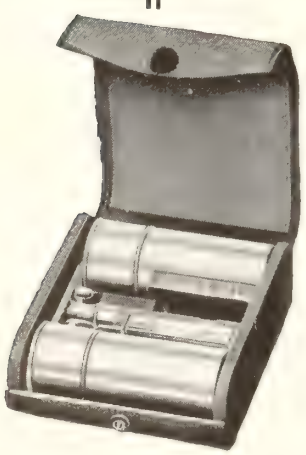


No. 460B. Standard Set. Metal Case—"Indestructible." Sells at $5.00.

With a representative of each Gillette type on display, and our folder listing the variations in finish of razors and cases, you can give customers a clear idea of any of our three dozen and more styles. Should they select Sets you haven't in stock, write or wire your order and we will make a point of filling it AT ONCE.

Gillette Safety Razor Co.
of Canada, Limited

Office and Factory:
The New Gillette Building, Montreal



No. 00. Combination Set. Leather Case. Sells at $7.50



No. 461 Combination Set. Leather Case. Sells at $6.50

It will pull profits for you



'Xmas and New Year Greetings to the Retail Hardware Trade

CHRISTMAS will soon be upon us now and we take this opportunity of wishing our many friends in the Hardware Trade the Season's Greetings.

And we also think this an opportune moment to draw your attention to the

Taylor-Forbes Line of Quality Mowers

The 1914 leaders will be those that have won such an excellent reputation among hardware dealers in this and previous years, viz:-

Empress	**Adanac**
Woodyatt	**Ontario**
Star	**Mayflower**
Philadelphia	**Daisy**

Get your supply from your jobber or let us know of your requirements.

TAYLOR-FORBES CO., LIMITED

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 53½ Dock St., St. John, N. B.
Canadian United Mfrs. Agency, London, Eng.

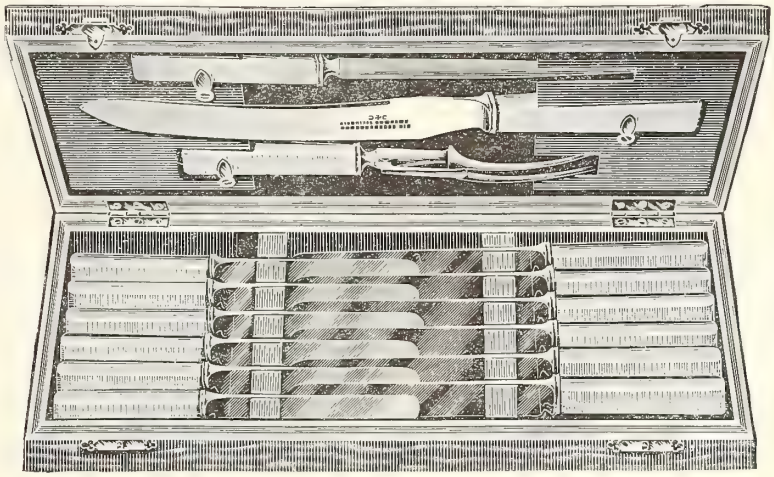
Head Office and Works:
GUELPH, ONT.

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

Canadian Wholesale Hardware Directory

The following firms will be pleased to quote prices, or have their traveling salesman confer, with retail hardware dealers, regarding lines advertised by manufacturers in Canadian Hardware, Stove and Paint Journal.

A. M. Bell & Co., Limited	Halifax, N.S.
Wm. Stairs, Son & Morrow, (Established 1810)	Halifax, N.S.
Emerson & Fisher, Limited	St. John, N.B.
T. McAvity & Sons, Limited	St. John, N.B.
W. H. Thorne & Co., Limited	St. John, N.B.
Caverhill, Learmont & Co.,	Montreal, Que.
Frothingham & Workman, Limited	Montreal, Que.
L. H. Hebert & Cie., Limited	Montreal, Que.
Lewis Bros., Limited	Montreal, Que.
Starke-Seybold, Limited	Montreal, Que.
Wood, Vallance & Co.	Hamilton, Ont.
Hobbs Hardware Co., Limited	London, Ont.
H. S. Howland, Sons & Co., Limited Manufacturers Graham Nails, Samson Brand Farm Tools, Bldg. Paper, Etc.	Toronto, Ont.
Rice Lewis & Son, Limited	Toronto, Ont.
Kennedy Hardware Co., Limited	Toronto, Ont.
James Ashdown Hardware Co., Limited	Winnipeg, Man.
Marshall Wells Co., Limited	Winnipeg, Man.
Merrick-Anderson Co., Inc.	Winnipeg, Man.
Miller-Morse Hardware Co., Limited	Winnipeg, Man.
Wood, Vallance, Limited	Winnipeg, Man.
Peart Bros. Hardware Co., Limited	Regina, Sask.
J. H. Ashdown Hardware Co., Limited	Saskatoon, Sask.
J. H. Ashdown Hardware Co., Limited	Calgary, Alta.
Wood, Vallance & Adams	Calgary, Alta.
Marshall Wells Alberta Co., Limited	Edmonton, Alta.
Revillon Bros., Limited	Edmonton, Alta
McLennan, McFeeley & Co., Limited	Vancouver, B.C.
Wood, Vallance & Leggat , Limited	Vancouver, B.C.



No. P215 x 15 Pieces. Joseph Elliot & Sons make. Contains half dozen table knives, half dozen dessert knives, one three-piece set carvers; handles are grained celluloid, square in shape. Packed in blue plush lined union oak case.





In

Cutlery

The retail hardware dealer has a line offering the greatest possibilities as

A Good Christmas Gift

To insure satisfaction it is essential that the quality be of the best.

Joseph Elliot & Sons
Sheffield, England

are makers of the highest type of cutlery it is possible to procure and show at a glance

Superior Quality and Finish

We have a large stock of

Case Carvers, Fish and Game Carvers, Pearl Handle Knives and Forks in cases, etc.

and can ship promptly. Do not delay ordering



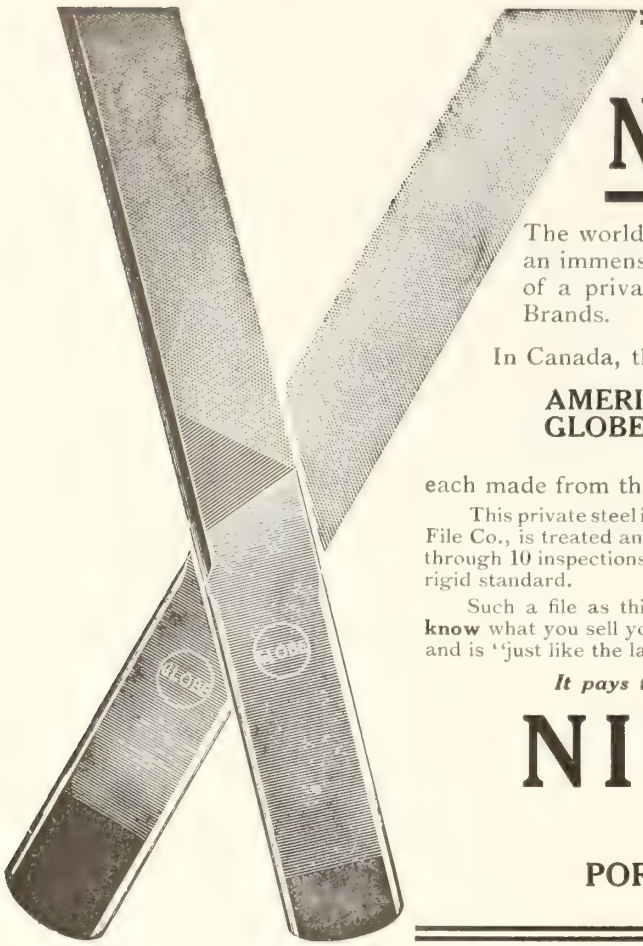
No. 0952, Carving Knife and Fork. Stag Handles, 9 inch Hand Forged Blade, German Silver Ferrules and Ends, Steel Fork. One pair in a box.

H. S. HOWLAND, SONS & CO. LIMITED

WHOLESALE HARDWARE

WE SHIP PROMPTLY **TORONTO** **OUR PRICES ARE RIGHT**

GRAHAM NAILS ARE THE BEST



Nicholson-Made Files

The world-known line of Nicholson-made Files has achieved such an immense daily sale that it permits the economical manufacture of a private formula special steel for the Nicholson-made File Brands.

In Canada, these File (and Rasp) Brands are

AMERICAN **ARCADE**
GLOBE **GREAT WESTERN**
KEARNEY & FOOT

each made from this private steel.

This private steel is cut into files on special machines owned solely by the Nicholson File Co., is treated and hardened by a secret process. Finally, the file, after passing through 10 inspections, is individually hand-tested for quality, and must reach or pass a rigid standard.

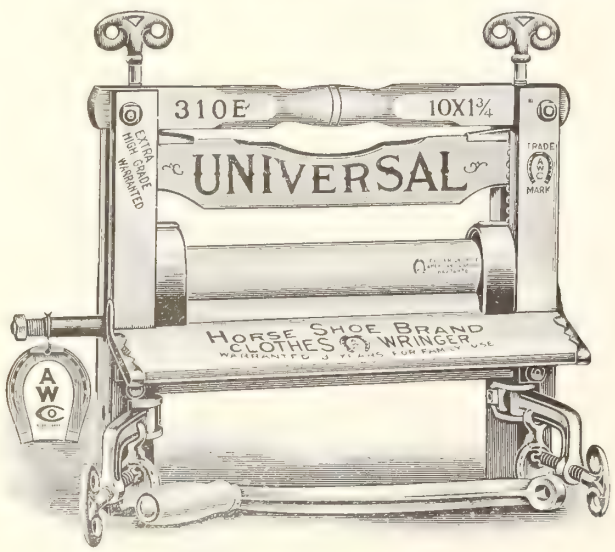
Such a file as this is the Nicholson-made File that reaches your shelves. You **know** what you sell your customer. He in turn gets a file that is "Nicholson-made" and is "just like the last."

It pays to handle "Nicholson-made" Files. All Jobbers.

NICHOLSON
File Company
PORT HOPE - CANADA

37

NEW LINE
UNIVERSAL CLOTHES WRINGERS



Packed 3 and 6 in a case

Plain Bearings and Steel Ball Bearings
Spiral Pressure Springs Enclosed Cog Wheels

PLAIN BEARINGS

No. 310E - - - - Rolls, 10x1¾ inches
No. 311E - - - - Rolls, 11x1¾ inches

STEEL BALL BEARINGS

No. 317E - - - - Rolls, 10x1¾ inches
No. 318E - - - - Rolls, 11x1¾ inches

SAME STYLE MADE IN FOLDING BENCH.

Send for Catalog (T).

THE AMERICAN WRINGER COMPANY
99 CHAMBERS STREET, NEW YORK, U.S.A.

Introducing The Nagrella Kitchen Cabinet



The NAGRELLA is the very last word in Kitchen Cabinet construction. It embodies all the good points of other cabinets with a number of improvements devised especially for the Nagrella.

Then it is priced so that the dealer can sell again at a moderate figure and yet reap a handsome profit.

NAGRELLA Kitchen Cabinets

Are superb examples of household construction work, pleasing to the eye, strong and durable, and the acme of convenience—points that will be appreciated at sight by the housewife, making sales very easy as well as profitable.

Write at once for special dealer's proposition that we are offering for a limited time only.

The Nagrella Mfg. Company

HAMILTON, ONTARIO

Are You Getting Good Results From Your Hotel Trade?



If not you are not handling the right lines. Let us show you how you can make this end of your business a highly profitable one. Send for our illustrated catalog dealing with an endless variety of patterns in

Cuspidors, Jardinieres, Ferneries
Umbrella Stands
Bath Room Fittings, etc.

AND MAKE YOUR SELECTION FROM IT

Catalog also deals with a comprehensive line of

Brass House Furnishings

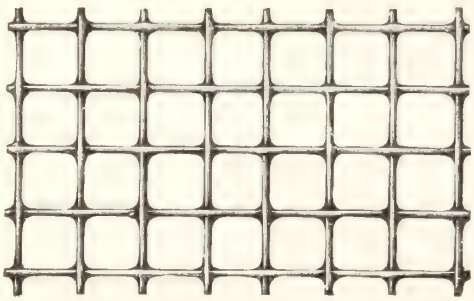
SENT FREE TO THE TRADE



The Chadwick Brass Co., Limited

HAMILTON :: CANADA

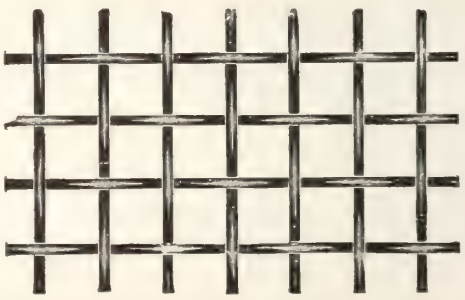
Wire Cloth



Sand Screen Cloth

Fanning Mill Cloth

Regalvanized Wire Cloth



Every description of Wire Cloth and Wire Work

WIRE ROPE **WIRE ROPE FITTINGS**

MANUFACTURED BY

THE B. GREENING WIRE CO., LIMITED

Hamilton, Ont. Montreal, Que.

MEMBER OF CANADIAN HARDWARE MANUFACTURERS EXHIBITORS ASSOCIATION

THE CLARK AUTO HEATER



EVERY COLD DAY IS A PROFIT DAY

FOR DEALERS WHO SELL THE

Clark Indestructible Steel Heaters

for Automobile, Wagon, Sleigh or Carriage.

There is a great and growing demand for this, the advertised line of heaters.

Order an assortment from your jobber now and get this business in your community.

It will pay you and every heater you sell makes a permanent winter market for you on the Clark Carbon fuel.

Write for our 1914 catalogue. It's a beauty.

Clark Carbon

Ignites Easiest
Heats Strongest
Lasts Longest

of all Heater Fuels.

It's the kind that always comes awfully good.

There is no come back It always makes good

Chicago Flexible Shaft Co.

187 Ontario St., Chicago, Ill.

Sell "Consolidated" Glass

It Yields You a Good Profit

We are advertising "Consolidated" Glass in the leading Builders', Contractors' and Decorators' journals throughout the country, so that if you make a point of pushing the sale of "Consolidated" glass, you will immediately tie yourself up, in the strongest possible manner, with our publicity, and so get the full benefit of it in your vicinity.

Write to us for special retail prices on Polished Plate Glass, Mirrors, Window Glass, Cathedral, Skylight, Muranese, Florentine, Enamelled, Chipped, Art Glass, Leaded Glass, Wire Glass and Sand Cut Glass.

Address:

The Consolidated Plate Glass Co.
of Canada, Limited

Phone Coll. 8000
Private branch Exchange connecting all departments

241 Spadina Ave.
TORONTO

Black Jack

Sold by all Jobbers



3/4 lb. tins
3 doz. in case

Quick Clean Handy

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

There's a Good Sale For Them

Manufactured solely by

Gutta Percha & Rubber, Limited

Successors to

The Gutta Percha & Rubber Mfg. Co. of Toronto, Limited

TORONTO MONTREAL WINNIPEG
CALGARY VANCOUVER

Every Mechanic will be quick

to recognize the value of this

"YANKEE" TOOL No. 75



Drives a 3/8 in. hole into any grade of wood easier and quicker than a bit brace and gets into tight corners. Takes any tool you can put into a brace. Takes very little room in the carpenter's tool box.

Display them in your window with a set of Boosters and Show Cards, which we will be happy to send you upon request. Shall we send you a supply of "Yankee" Tool Circulars with your name and address? Command us.

Your Jobber sells the "Yankee."

NORTH BROS. MFG. CO.
Philadelphia, Pa.

The "Get a Receipt" Plan Benefits

Merchant



The "Get a Receipt" Plan Benefits Me Because:

1. I get a receipt for all goods sold, and get all the money for these goods;
2. It enables me to give quick service to customers;
3. It gives me a positive control over my business;
4. It tells me which is my most valuable clerk;
5. It prevents misunderstandings with customers and thereby increases trade

Clerk



The "Get a Receipt" Plan Benefits Me Because:

1. I get a receipt for having handled each transaction correctly;
2. It enables me to wait on more customers and establish a better selling record;
3. It proves my accuracy, honesty and ability;
4. It prevents disputes with customers;
5. It teaches me to place the correct value on money and to handle it accordingly.

Besides the merchant and clerk, the "Get a Receipt" plan benefits customers.

Stores using the "Get a Receipt" plan can give quick service to their customers.

The receipt issued by the National Cash Register protects customers against mistakes; furnishes proof of what servants and children spend when sent to the store; prevents mistakes on charge accounts.

This result is a SATISFIED trade, which is the best advertisement for your store.

Every merchant can give better service to his customers, increase the efficiency of his clerks and get more net profit for himself by using the "Get a Receipt" plan.

Write for more information

The National Cash Register Company, 285 Yonge Street, Toronto

Canadian Factory, Toronto

Do You Value Good Will in Your Business?

As the dealer in your locality, our customers must be yours. To you goes the direct credit of the sale. If the goods are good, you receive the benefit—if they are bad, you as well as the manufacturers receive the blame.

In the selling of goods which carry with them quality and efficiency, you are building up a Good Will and reputation that cannot be calculated in dollars and cents.

Although we make the **Furnaces**—you sell them, and to you the great value of the sales accrue.

Pease Furnaces

have a wonderful reputation. They cover the land from coast to coast, and every user is a satisfied user. Why shouldn't he be? His coal bills are reduced and his heating service is 100 per cent. better.

In selling a customer a "Pease Furnace," you are selling him a complete heating satisfaction for the rest of his life. In doing so you earn his Good Will and future trade.

Therefore, is it not worth your while to push the sale of **"Pease Furnaces?"** Particularly at present when heating problem is uppermost in the mind of the great bulk of the people.

Now let us remind you once again that although we make the furnaces—you conduct your own business and sell the furnaces yourself. To you goes the Good Will.

If you have any knotty case or tough proposition to handle, let us know about it, and we will do all we can to help you.

PEASE FOUNDRY COMPANY LIMITED

Head Office: Toronto, Ont.
Factories: Brantford, Ont.

Branches: VANCOUVER, WINNIPEG, HAMILTON

Greet Holiday Customers

WITH A
FULL LINE

Hercules Ladders
Ironing Boards
Clothes Driers
Bake Boards

What is more practical than a useful household gift ?

Stratford Manufacturing Co.
Limited
STRATFORD, ONT.

THE BEST BUILDERS' HARDWARE

We manufacture a most comprehehsive line of Builders' Hardware at prices that are very reasonable, quality taken into consideration.

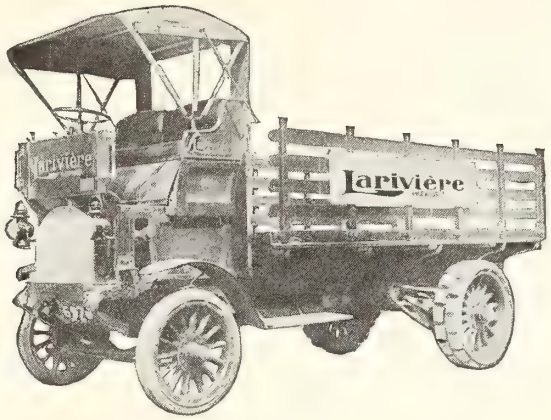
You make no mistake when you sell our guaranteed

BUTTS, HINGES, NAILS HASPS, STAPLES, ETC.

They are the best obtainable—the kind of goods that bring buyers back for more. Place that trial order with us now—while you are thinking about it.

Our catalogue contains illustrations of a host of articles you can sell to your distinct profit.

COWAN & BRITTON
LIMITED
GANANOQUE, ONTARIO



Mack Truck used by Lariviere Incorporee, Hardware Dealers, Montreal.

What Motor Trucks Can Do For The Hardware Dealer

The motor truck will enable you to deliver goods over a much larger area than is possible with horse and wagon. Expanding your area expands your business.

The motor truck will enable you to make prompt delivery, a service demanded these days by the buying public. A large number of your orders are received over the telephone. With the motor truck these orders can be given prompt attention and sent out C.O.D. Your customers will appreciate this ready service.

The motor truck will enable you to send to the wholesale house for goods that are wanted in a hurry and which are needed before the wholesaler can make delivery.

The motor truck will not require your attention on Sundays or holidays.

The motor truck advertises your progressiveness and impresses the public with the fact that you desire to give prompt delivery service.

In doing these things you increase your sales, expand your business.

The motor truck will do all this for you and cost you less than your present delivery system.

We are sales agents for the leading gasoline motor truck of the world—MACK.

Let us make a study of your business and recommend the kind of truck you should have, type of body, capacity, etc. If, after an investigation, we find it would not be profitable for you to operate a truck, we will not attempt to sell you one. Give us a chance to tell you about the Mack.

Ask us for Facts and Figures

The Canadian Fairbanks-Morse Co., Limited

St. John Quebec Montreal Ottawa Toronto
Winnipeg Saskatoon Calgary Vancouver



SILVER KING

COPP RANGES

create confidence with the customer

Built to meet the unusual conditions of the West. The firebox is so constructed that the gas is all burnt, giving off a maximum amount of fuel.

The Copp Stove Co.
LIMITED

Fort William Winnipeg Vancouver

Empire Quebec

MEMBER OF CANADIAN HARDWARE MANUFACTURERS EXHIBITORS ASSOCIATION

Design Registered 1912

Four Sizes :
30, 40, 50, 60



Recommend The Empire Line

Moderate Price

Burns Coal or Wood

Only Quebec made with revolving duplex grates, ash pan and legs, heavy nickel rings, swing top, bell check and name plate

PRICES ON APPLICATION

Canadian Heating & Ventilating Co., Limited

Vancouver
1059 Hamilton Street

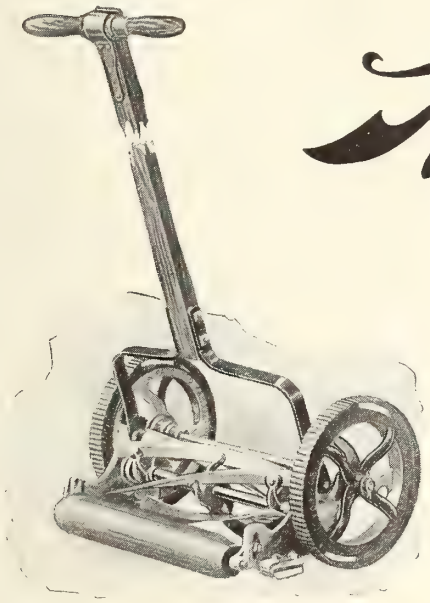
OWEN SOUND
Ontario

Winnipeg
521 Henry Avenue

Place Your Orders NOW for

MAXWELL'S
Lawn Mowers

MAXWELL LAWN MOWERS have always had a first-rate reputation. They are extensively advertised and their superiority of construction makes satisfied customers wherever they are sold.



Maxwell

Lawn Mowers

the smartest, easiest running mowers you ever had in your store. Every machine is well-made, strong and finished well. Easy to push (both from the dealer's and customer's point of view) and a dandy cutter.



Maxwell Lawn Mowers are popular, easy-selling lines that will bring in good profit and build up your New Year's Trade.

These "Maxwell" Lawn Mowers are made in all sizes, each with 8 inch to 10 inch wheels, and with either three or four cutting blades. Light in weight and smartly finished in aluminum and carmine, *Now's* the time to place your order for next year's trade. Get in before your competitor!

Start in EARLY and Write TO-DAY for CATALOGUE

David Maxwell & Sons, St. Mary's, Ont.

Meakins' Profitable Products Keep Moving Out



HORSE BRUSHES



STABLE BROOMS

Keep well sorted up on Winter Lines

Meakins & Sons, Limited, Hamilton, Ont.

Warehouses:—Toronto, London, Winnipeg **Meakins Brush Co., Limited, Montreal**

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863 INCORPORATED 1895

Twelve Medals of Award at INTERNATIONAL Expositions



Special Grand Prize GOLD MEDAL Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.

Quality Counts—

But Counts DOUBLY When Price is Right



When you can say to your customer, "This bit is the best you can buy and the price is right," you make a satisfactory sale.

Dealers who handle **TOBIN HIGH SPEED BITS** know this. Send an order for them, they are business makers. We will send a sample FREE to any dealer

Tobin Arms Mfg. Co., Ltd., Woodstock, Ontario

SOME PEOPLE DO WANT

MEMBER OF CANADIAN HARDWARE MANUFACTURERS EXHIBITORS ASSOCIATION

A really good Oak Stove—not the light flimsy kind, but a solid, reliable heater, next to a baseburner in capacity, but more moderate in price.



The "GOOD CHEER"

Double Heater

OAK

Has been filling this want for several seasons, and the dealer who has once introduced it has a regular call for the line.

Two sizes:—14 and 16 inch pot, Duplex Grates, large ash pan, neat nickel trim and single or double heater.

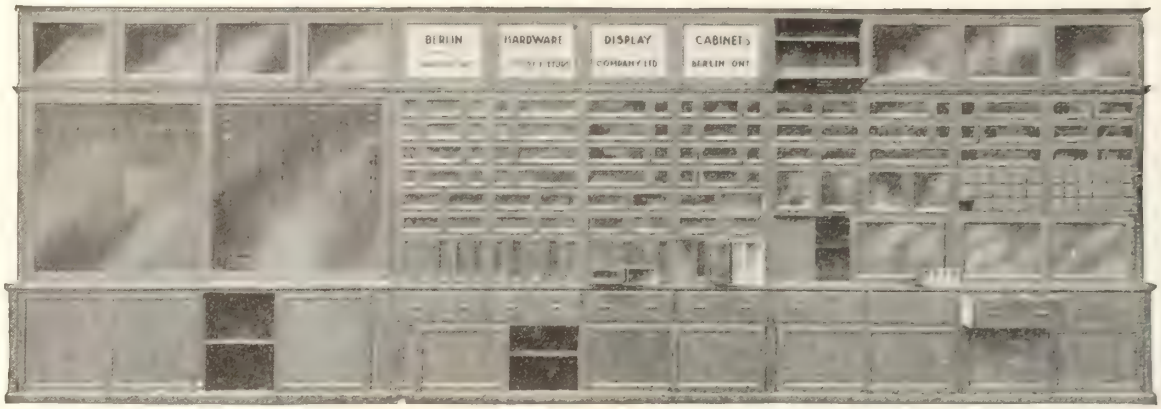
Ask for Prices

The James Stewart Manufacturing Co., Limited

WOODSTOCK, ONT.

Western Warehouse,
156 Lombard Street, Winnipeg

Berlin Hardware Display Cabinets

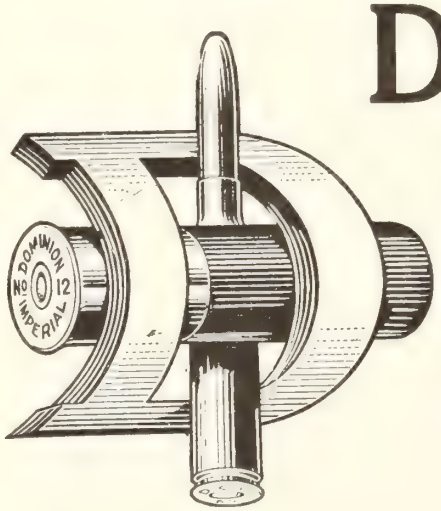


KEEP THE GOODS BEFORE THE EYE

Quicken Service
Multiply Sales
Brighten the Store

Send dimensions of your store — we'll estimate and suggest

The Walker Bin & Store Fixture Co., Ltd., Berlin, Ont. Designers & Mfrs. of Modern Store Fixtures



Dominion Crown Shells

ARE PERFECT BLACK POWDER LOADS

A sensitive sure fire primer insures complete and rapid ignition of the powder, which is of the highest quality. Superior felt wads, firmly seated, and only the best shot are used. Thoroughly tested material and careful methods in loading produce shells with uniform shooting qualities and dependable results.

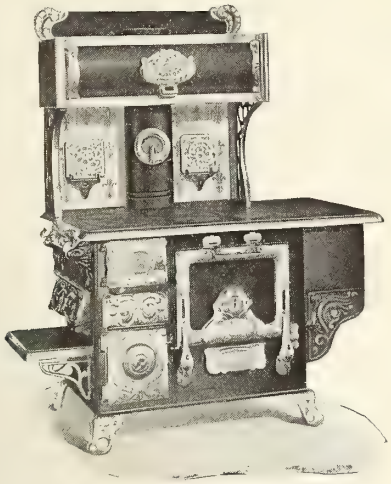


Canadian Made for Canadian Sportsmen

YOUR CUSTOMERS KNOW THE BRAND

Dominion Cartridge Company, Limited

MONTREAL :: CANADA



McCLARY'S SASKALTA

INCREASED SALES

COME FROM

SELLING QUALITY GOODS



McCLARY'S PANDORA

The Standard of Quality

of McClary's Goods has always stood at high water mark. That is why the highest possible efficiency, service and quality are always associated with our manufactures. Dealers will find customers well acquainted with the fact that

McClary's on goods is a Quality Name

We show here four of our Stanadard Ranges, famous for their exclusive features and maximum service giving qualities.

Write our nearest Branch for more particulars.

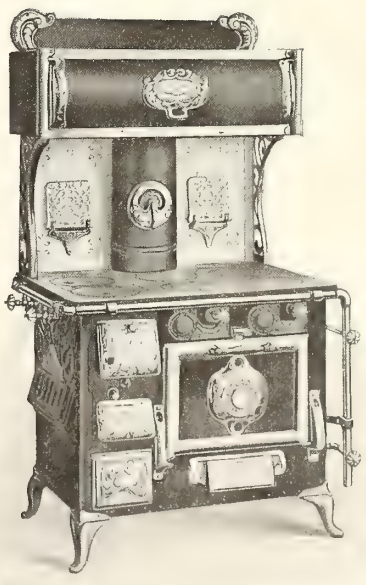


McCLARY'S KOOTENAY

MEMBER OF CANADIAN HARDWARE MANUFACTURERS EXHIBITORS ASSOCIATION

McClary's

London, Toronto, Montreal, St. John, N.B., Hamilton
Winnipeg, Vancouver, Calgary, Saskatoon,
Edmonton



McCLARY'S CHAMPION

The Steel Company of Canada, Limited

Hamilton : Ontario

MEMBER OF CANADIAN HARDWARE MANUFACTURERS EXHIBITORS ASSOCIATION

We are Prepared Make Prompt Shipments of all Specifications for

PIG IRON

Stove Bolts and Nuts, Iron Rivets and Burrs, Machine Screws, Cotter Pins, Stove Pins, Stove Scrapers, Stove Pipe Wire, Stove Rods, Stove Pipe Screw Eyes.

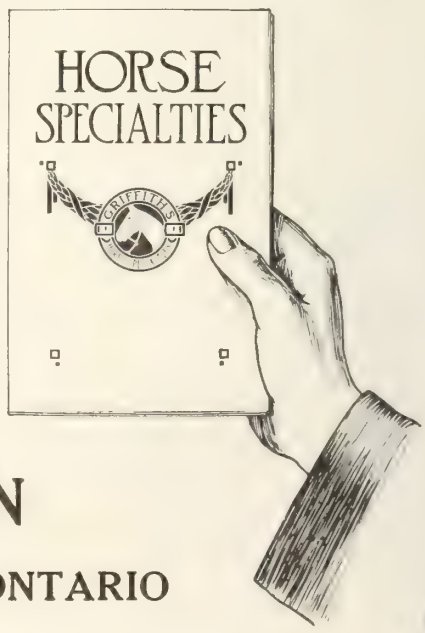
GRIFFITH'S HORSE SPECIALTIES

Our New Catalogue is Ready Write To-day for Your Copy

EVERY progressive dealer in Canada should have a copy of our new Catalogue, entitled "Horse Specialties." In this book are illustrations and descriptions of the complete **"Griffith"** line, including Halters, and Specialties of exceptional merit and saleability. We want you to know the **"Griffith"** line, and you will readily understand why we are receiving such enthusiastic letters from dealers in every part of Canada.

YOUR copy is ready for mailing—waiting for your name and address.

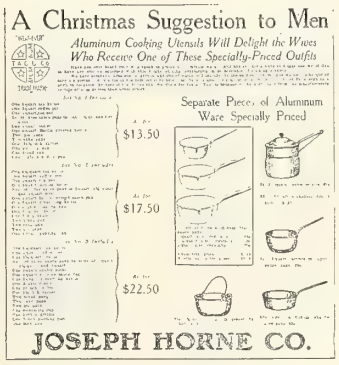
Write for it TO-DAY. A Post Card will do.



G. L. GRIFFITH & SON

STRATFORD :: ONTARIO

For the Holidays



Reduced reproduction of Advertisement Dec. 11, 1911

WHEN in 1911 the Joseph Horne Company of Pittsburg advertised Cooking Utensils during the holiday season other merchants said "They're crazy." But the next year not only did the Joseph Horne Company advertise

"Wear-Ever" Aluminum Utensils

but also other merchants proved to their satisfaction that **"Wear-Ever"** utensils can be sold in SETS, can be sold for PRESENTS, can be sold to MEN. Following are some of them:

W. Henry Hutchinson, Lynn, Mass.
Burditt & Williams Co., Boston, Mass.
Graves Hardware Co., Springfield, Mass.
O. C. Alderman, Springfield, Mass.
Weed & Co., Buffalo, N.Y.
Walbridge & Co., Buffalo, N.Y.
E. Kreiger & Son, Brooklyn, N.Y.
J. P. Landrine, Jersey City, N.J.
F. Schneider & Son Co., Union Hill, N.J.
Kline, Eppihimer & Co., Reading, Pa.
Gimbel Bros., Philadelphia, Pa.
Mabley & Carew Co., Cincinnati, O.
Lilly & Stalnaker Co., Indianapolis, Ind.
Wertz & Singer Co., Middletown, O.
Bedells Furnishing Co., Toronto, Ont.
T. Eaton Co., Winnipeg and Toronto
Jones Hardware Co., Richmond, Ind.
Star Hardware Co., Toledo, Ohio.
Foster Stevens Co., Grand Rapids, Mich.
Hubert Day & Sons, Elyria, O.



Don't Show This to Your Wife

This is a personal interview with the men in which a little Christmas hint is to be dropped.

Now fold the paper so she won't see what you are reading, so she won't know the secret.

You know what pride she takes in her kitchen; how she likes to see it looking bright and cheerful and new.

The old style cooking utensils look black and their newness is gone after a few trips to the gas range.

Get Her One of Our Complete Sets of "Wearever" Aluminum Cooking Utensils

Aluminum makes the most wonderful looking kitchen she ever had the pleasure of presiding over. Aluminum never loses its newness of appearance. It cleans to its original brightness, and cleans easily. Foods are not absorbed into the metal, and the metal never flakes off into the food. Things do not burn easily when cooked in Aluminum.

And "Wearever" utensils are the best Aluminum cooking dishes made.

Go to the Housewares Dept. East Basement and ask to see the complete set of 14 pieces of "Wearever" Aluminum Utensils—you can make no mistake in purchasing such a gift for Christmas and you will make possible for her the kitchen of her dreams.

Here is what the set consists of—The price of the set complete is $10.00:—

One 1-qt. Double Boiler	One Fry Pan.	One Windsor Kettle, 4 qts.
One 2-qt. Coffee Pot	One 1½-qt. Pudding Pan	One set of 3 Lipped Sauce Pans, 1, 1½ and 2 qts.
One 3-qt. Covered Sauce Pan	One Cake Pan	One 2½-qt. Preserving Kettle
One 1-qt. Tea Pot	One Pie Pan	One 3-pt. Shallow Stew Pan

Joseph Horne Co.
The Modern Store

Reduced reproduction of Advertisement Dec. 5, 1912

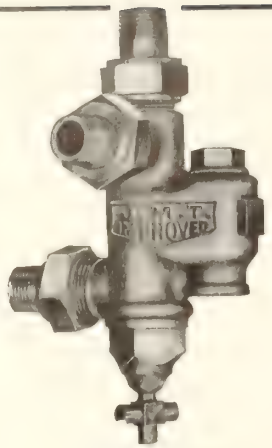
H. C. Weber & Co., Detroit, Mich.
T. B. Rayl Co., Detroit, Mich.
The May Co., Cleveland, O.
Geo. H. Wheelock & Co., South Bend, Ind.
The Kelley Hardware Co., Duluth, Minn.
Wm. Krueger Co., Neenah, Wis.
Powers Mercantile Co., Minneapolis, Minn.
Schuneman & Evans, St. Paul. Minn.
Davidson Bros. Co., Sioux City, Ia.
Prusia Hardware Co., Ft. Dodge, Ia.
G. B. Peck D. G. Co., Kansas City, Mo.
Haynes Hardware Co., Emporia, Kans.
Hawley Bros., McPherson, Kans.
Newman-Anderson Hardware Co., Kansas City, Mo.
T. W. Robinson Co., Hamilton, Ont.

"Wear-Ever" ware has proved a money making "leader," which causes women and men to talk about the store that sells it—which furnishes presents that are pleasing and practical.

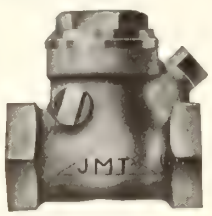
If you are interested in pushing **"Wear-Ever"** aluminum utensils for holiday trade, write for suggestions to

Northern Aluminum Co., Limited

Toronto, Ontario



J. M. T. INJECTORS
Improved
Other Injectors operate at a steam pressure limit of 20 lbs. low to 160 lbs. high. By the application of a new principle, our Improved J.M.T. Injector will work from 18 lbs. low to 220 lbs. high—a very important advantage at times.



J. M. T.
SWING CHECK VALVES
Adjustable lift
Have a rotating disc and adjustable lift. They differ from the common Swing Check offered at a lower price and they last much longer.

Most Reliable Steam Goods

TRADE MARK J.M.T. REGISTERED A GUARANTEE OF QUALITY

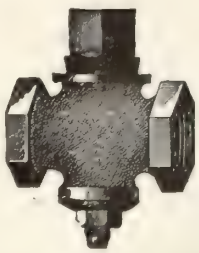
Morrison's is a Safe Buy

ENGINEERS' SUPPLIES

Our lines offer exceptional opportunities to Dealers who look into things. The stocking of Morrison's Brass Goods opens the way to larger volume of business, and a good profit on every sale. *We can help you, Mr. Dealer.*

Send for Catalog.

The James Morrison Brass Mfg. Co.,
LIMITED
93-97 Adelaide St. West, Toronto, Ont.



J. M. T. STEAM COCKS
Our Steam Metal Cocks (not yellow brass) are strong and substantial in design and ground-in with long full-bearing plugs having a deep square for wrench.



J. M. T. VALVE
The well known quality valve-renewable disc, suitable for all pressures up to 200 lbs.

S.M.P. NICKEL-PLATED GOODS MAKE CHOICE CHRISTMAS GIFTS

Regal Tea and Coffee Pots

MADE FROM HEAVY COPPER SEAMLESS BODIES WHITE METAL TRIMMINGS

QUADRUPLE SILVER LINING OVER BLOCK TIN



Solid Silver in pattern and finish

Unexcelled in Design and Workmanship

Made in all Standard Sizes

Packed Separately in Cardboard Boxes

Prices on Application



Hinged lip on spout

THE SHEET METAL PRODUCTS CO.

OF CANADA LIMITED

MONTREAL TORONTO WINNIPEG

"Tarbox Brand"
Chemically Treated
Dry Dusting Mops



Need no re-treating *before or after washing*—the treatment lasts as long as the Mop lasts. The coarse dirt and lint can be shaken out—every particle of dust sticks—until washed out with *hot water and soap.*

After washing, the Chemical exudes just sufficient dampness for efficient dusting. *No oil or oil polish* to grease or smear floors or furnishings. May be used on walls or ceiling without the least danger of staining.

They leave painted and polished surfaces with the "sheen," so much appreciated by particular housekeepers, on waxed floors.

Round, Flat, Circular, Triangular and Brush Shapes. In styles to please all.

"Tarbox Brand" may not be classed or compared with oil-soaked Mops (few women want their floors oiled every day, if ever). These goods are prepared for the daily dusting—*Dry Dusting*, and leave the floors *dry*, not *mucked*.

Our retail price list is base, from which Jobbers can allow you 40%.

The Illustrations

Show our new design of Circular and Triangular Mop Construction.

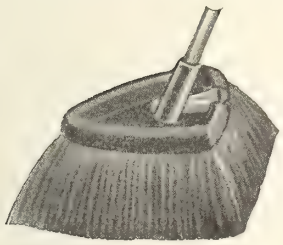
The neatest, strongest and most up-to-date Dusting Mop construction on the market. Practically indestructible.

Circular Shape, Retail - $1.00

Triangular (¼ larger than the Circular) - $1.25

QUICK WESTERN SHIPMENTS MAY BE OBTAINED FROM

Walter Woods & Co. - Winnipeg, Man.



Manufactured by

Tarbox Bros., Toronto

Agencies—

VANCOUVER EDMONTON MONTREAL

GLASGOW, Scotland LEEDS, England

READ THIS ISSUE FROM COVER TO COVER

Then you will agree that this Paper is worth ten times the price.

$1.00 December next year

Send your Subscription in to-day

THE COMMERCIAL PRESS, LIMITED

32 Colborne Street, Toronto

"STORE MANAGEMENT COMPLETE"

272 Pages *ONLY ONE DOLLAR* 13 Chapters

Tells all about the management of a Store, so that not only the greatest sales but the largest profit may be realized.—By Frank Farrington.

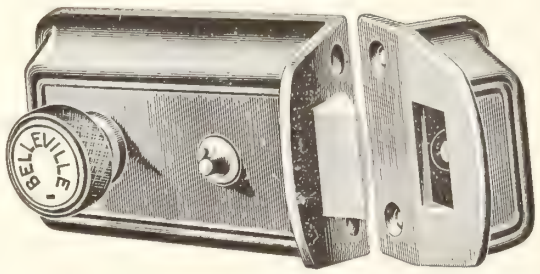
COMMERCIAL PRESS, Ltd., 32 Colborne St., Toronto

Security & Saleability

are the two trade winning features of the Belleville No. 99 Cylinder Night Latch.







If your jobber is out of stock refuse all alleged substitutes. The Belleville No. 99 Cylinder Night Latch has no equal for the price, which is extremely moderate.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.

Samuels' Dustless Ash Sifter

Simply Operated



Perfectly Dustless

Keep the Quick Seller to the Front

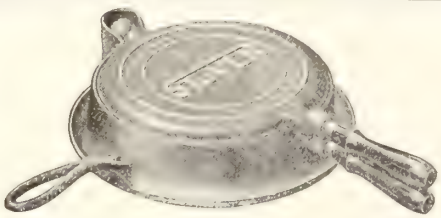
Increase Your Turnover

A modernly constructed household necessity, Practical, Economical.

WRITE FOR FREE PARTICULARS AND PRICES

FOR SALE BY
RICE LEWIS & SON H. S. HOWLAND & SONS
KENNEDY HARDWARE CO., TORONTO
STARKE, SEYBOLD, LIMITED, MONTREAL

MANUFACTURED ONLY BY
J. SAMUELS - - TORONTO, ONT.



3 sizes—7, 8 and 9. High or low base. Iron or aluminum plates, ball and socket joint. Enameled wood handles. Wire bail or iron handle on base.

INCREASE YOUR SALES

The Stover Waffle Irons are such a marked improvement over the old styles that jobbers and dealers find they can greatly increase their sales with them.

HERE IS THE REASON



This is a sectional view of a Stover Waffle Iron plate and waffle. See how the teeth on the one plate stand opposite the openings on the other plate. This makes the waffle of uniform thickness and results in even and quick baking. THE STOVER IS THE ONLY WAFFLE IRON MADE THIS WAY.

We also make—Andirons, Fire Baskets and Screens, Lifters, Pokers, Damper Clips, and a large line of Shelf and Household Hardware. *Write Us To-day.*

STOVER MFG. COMPANY, 732 East Street, FREEPORT, ILL.

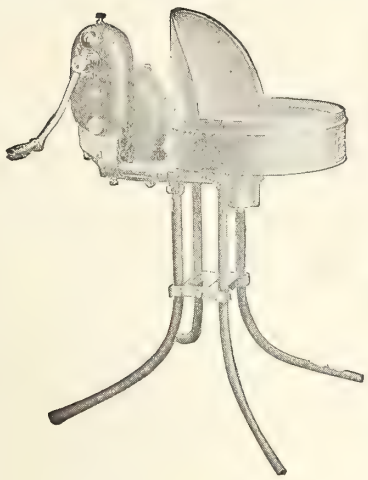
A. Welch & Son

Extend to the trade their best wishes for the Xmas Season, and for a Prosperous Nineteen Fourteen.

OUR first year jobbing, our manufacture of furnace stock in galvanized iron and tin, warm and cold air registers, eavetrough and conductors, etc., has been a success. Make a New Year's resolve to order from our catalogue, or if a special article we will be glad to submit prices.

If you haven't our catalogue, write us and be in line for 1914.

A. Welch & Son - Toronto

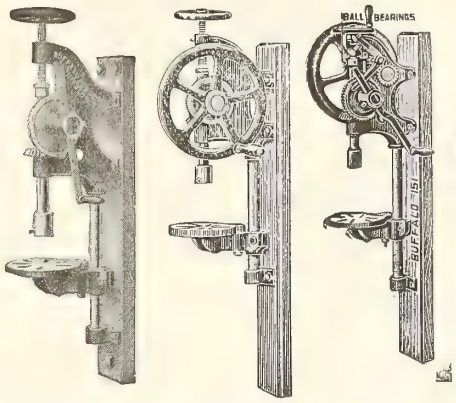


No. 625

The World's Standard Rivet Forge. Has full size 12-inch blower, operated by crank. Will last and do good work years after other forges are worn out.

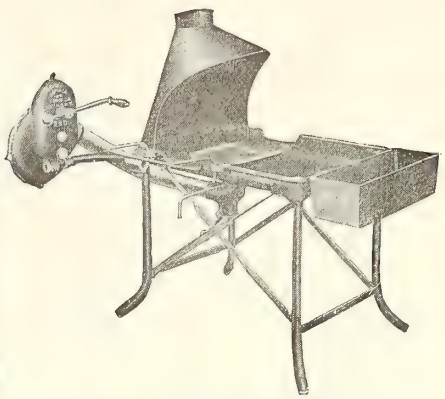
"MADE IN CANADA"

Catalogue No. 144 on request



No. 149 No. 150 No. 151

Buffalo Ball Bearing Post Drills. We make a complete line for Blacksmiths, Horse Shoers, Farmers, etc.



Buffalo Forge No. 650 with the Famous "200 Silent Blower," 1911 model

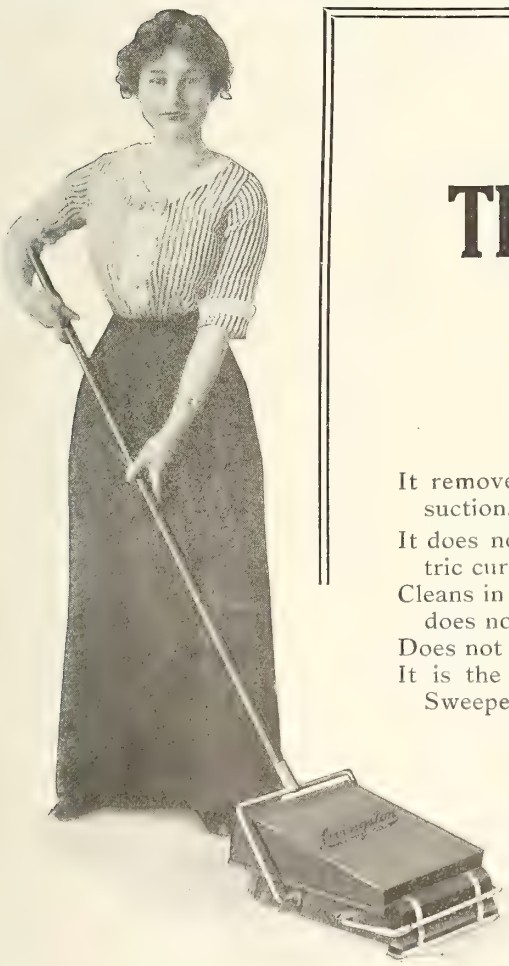
"Buffalo" **Forges, Blowers, Drills** *and* **Exhaust Heads**

The eyes of every user of blacksmith tools are upon the "Buffalo" line. If you want to travel along the line of least resistance, offer your customer the "Buffalo" forges, drills, blowers, punches, shears and other blacksmith tools. Ask us for catalogue and information which will bring to you trade which may now be passing by your door.

Canadian Buffalo Forge Co., Limited
MONTREAL



Buffalo Exhaust Head



A LIVE PROPOSITION

The Livingston Vacuum Sweeper

The Combined Vacuum and Sweeper that removes all Dust, Dirt, Threads and Hair from Carpets and Rugs.

It removes all dirt by its powerful suction.

It does not cost anything for electric current to run it.

Cleans in places the carpet sweeper does not touch.

Does not spill dirt on the carpets.

It is the easiest worked Vacuum Sweeper.

Has three bellows which create continuous suction when in operation.

Has ball bearings and all latest improvements.

Order on a sample at once.

One of the easiest selling and most profitable propositions ever placed on the market.

J. H. Connor & Son, Limited
OTTAWA :: ONTARIO

Manufacturers of Washing Machines and Clothes Wringers

The Roaster Season is approaching rapidly



No. 200—11½ x 18¼ x 8 inches

Be prepared to capture the profits by having on hand a good supply of

Davidson's 'STERLING'

SEAMLESS

Self Basting Roast Pans

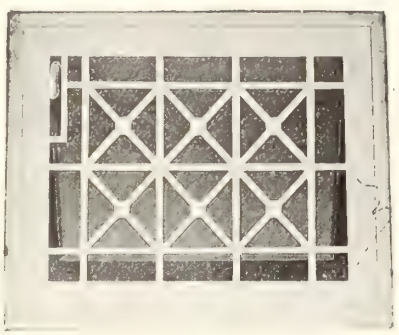
They are simple, sanitary, and convenient. Will baste the roast automatically, and not permit it to burn, no matter how much the cook neglects it.

Properly displayed and pushed, the "Sterling" will make for you a good record in roaster profits.

GET YOUR SHARE OF THIS BIG BUSINESS. WE CAN SHIP PROMPTLY

The Thomas Davidson Mfg. Co., Limited

MONTREAL TORONTO WINNIPEG



The "Quick Set" Register

(It's our latest) *(We think it our best)*

WE ARE

FOR ALL STYLES OF SIDEWALL AND FLOOR REGISTERS OF ALL SIZES

HEADQUARTERS

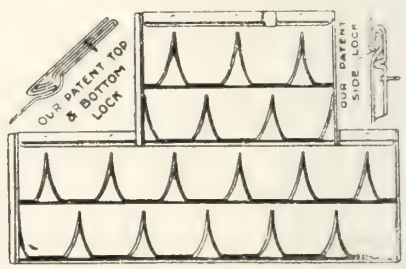
VENTILATORS AND GRILLES IN METAL OR WIRE OF ALL STYLES AND FINISHES

Write for catalogue and prices

Tuttle & Bailey Mfg. Co., Limited, Bridgeburg, Ont.

"Crown" Metal Shingles

have been used on more buildings this year than any other year to date. The natural demand for fire-and-storm-proof-roofs, and the excellent service "CROWN" METAL SHINGLES are giving, has created this increased demand.



Are you getting your share of this new business? **You should,** for "CROWN" METAL SHINGLES broaden your field of slope-roof jobs easily 80 per cent.

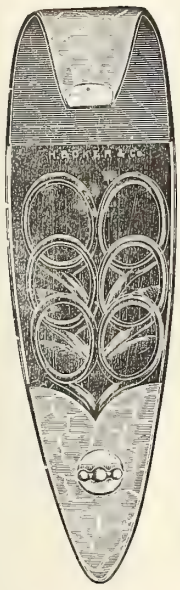
Send to-day for free samples, catalogues, etc.

McFarlane-Douglas Co., Limited

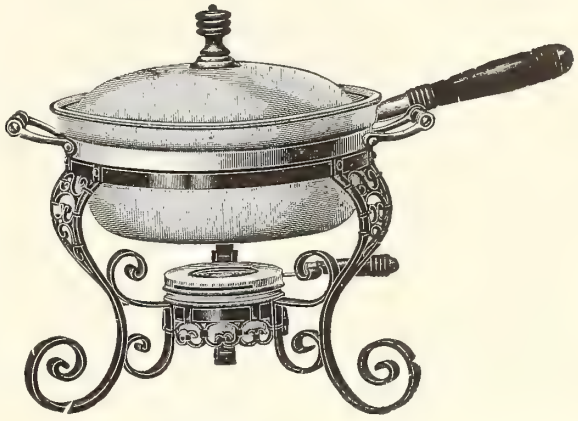
OTTAWA - CANADA

Christmas Suggestions

That are Practical and Profitable to Stock



Through not carrying a small range of high grade articles appropriate for this great gift-giving season, you lose a considerable amount of profitable trade. The prestige as well as profit that accrues from handling these lines will amply repay for the enterprise of stocking them. Our stocks are full now and your orders will have prompt attention and care. Below we give an indication of our extensive showing.



Cut Glass

Berry Bowls, Celery Dishes, Water Jugs, Bon-Bon Dishes, Etc.

Brassware

Kettles, Kettles and Stands, Candlesticks, Curates, Fire Sets, Coal Scuttles, Smoker Sets, Writing Sets, Etc.



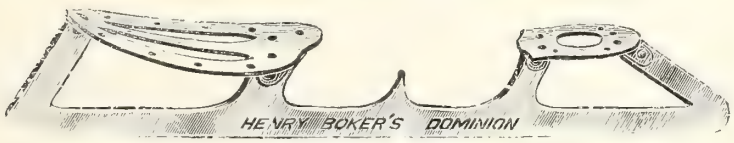
Cutlery

Carvers in Cases and Pairs, Pearl Handled Knives, Pocket Knives, Razors of all descriptions, Scissors in Cases.

Household Electric Appliances

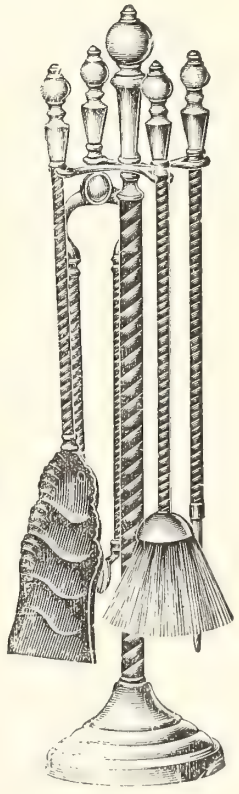
Toasters, Electric Grills, Egg Boilers, Foot Warmers, Percolators, Chafing Dishes, Etc.

These and hundreds of other articles of exclusive design and superior finish are especially appropriate for gift-giving.



Boker's High Grade Skates

We carry full line of the world famous make of Skates to sell at all prices and invite you to write for full particulars.



Rice Lewis & Son, Limited

Toronto Established 1847 **Ontario**

A MERRY CHRISTMAS

Depends to a great extent upon the culinary art, and the cook's successes, (particularly in that branch of the science devoted to pies, cakes, custards, etc.,) to be appreciated at their best, should reach the table in perfect and unbroken condition. This can be accomplished by the use of



Wright's Clean Cut Tins

One revolution of the knife separates the cake or pie quickly and cleanly from the tin, from which it can be transferred in a perfectly whole condition to the table.

Clean Cut Tins for Pies or Jelly Cakes. Story Cake Tins, round or square, loose or solid bottoms, all sizes, singly, or in sets.

Write for prices of our new lines of Christmas tinwares. *Ask for our new illustrated catalogue of kitchen goods.*

E. T. WRIGHT CO., LIMITED, Hamilton, Canada

MacPHERSON & TEETZEL, Vancouver W. REYNOLDS & CO., WINNIPEG

The "Bayard" Auto-Cocking and Ejection Rifle is the Ideal Rifle For Everybody to Use.



It is the only rifle having automatic features that handles two cartridges, 22 short and long. Strong shooting, high class workmanship, handsome alignment, simplicity of mechanism, parts interchangeable, are main features of the "Bayard" Rifle. Will penetrate three inches of pine, weighs about 4 lbs. Can be taken apart readily for cleaning, the only tool needed is a screw driver.

Write for our free descriptive booklet.

McGill Cutlery Co. (Reg'd.) . - - P. O. Box 580, Montreal, Canada

GENUINE ARMSTRONG STOCKS AND DIES

For Threading



Pipe or Bolts

Malleable Iron Hinged Pipe Vises. Pipe Cutters.
Pipe Threading and Cutting-off Machines. Either Hand or Power.

MANUFACTURED BY THE ARMSTRONG M'F'G. COMPANY

333 Knowlton Street, Bridgeport, Conn.

NEW YORK *Write for a Catalog* CHICAGO

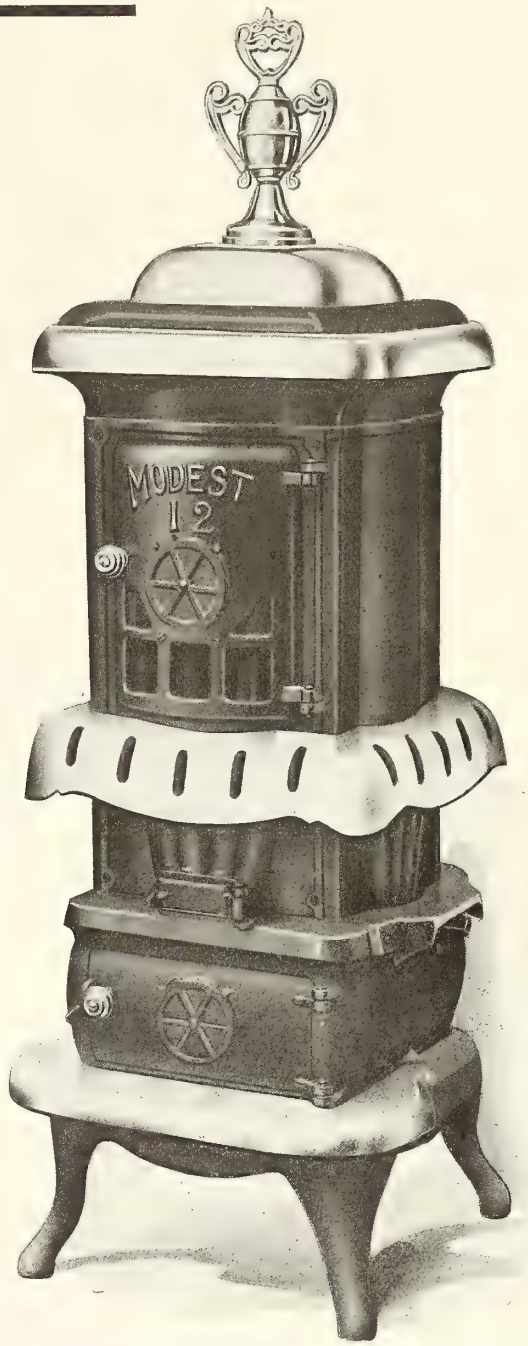
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A Christmas Gift
To The Stove Trade

One that will help to make Holiday Trade more profitable for many dealers.

The "MODEST"

Different from any heater on the market and sells at a lower price than the average Oak Stove.



It wasn't possible for us to offer this Heater earlier in the season—but it couldn't be more timely and seasonable than now.

Any dealer who offers this heater to his trade can sell from one to a dozen this season, and every one sold now will help to sell more next year.

The dealer who has the exclusive sale of the MODEST in his town will have a heater without competition at the price it is offered.

The MODEST has as its outstanding feature the easy control of the fire at any temperature, night or day. As a heater it is in a class by itself.

Prompt shipment can be offered on two sizes, No. 12 and No. 14, the latter size in single or double heater. Burns coal or wood, has magazine, and fitted with revolving grate.

The STOVE and the PRICE will please you. Order a sample lot to-day

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The YALE Equipped Door

A door locks itself when closed and stays locked until opened with the owner's latch key,

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A door never stands open letting in draughts and dust or inviting theft and never slams shut,

When a Yale Door Check
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The door that is Yale equipped is perfectly equipped. It's a real door, doing a door's service.

Do your customers know what Yale protection really is? We have an advertising service which will enable you to tell them and tell them in a way that will bring trade to you. Write us about it.

Canadian Yale & Towne Limited

Makers of Yale Products in Canada:
Locks, Padlocks, Builders' Hardware, Door Checks and Chain Hoists

General Offices and Works: St. Catharines, Ont.

We make a kind and size of

WASHING MACHINE and CLOTHES WRINGER

for every kind and size of store



They're easily sold and stay sold.



We can meet your Requirements whatever they are and deliver the Right Goods at Right Prices and at the Right Time.

Catalogue mailed on request.

Cummer-Dowswell, Limited
HAMILTON, ONT.

To

Western Canadian Hardwaremen

We extend our best wishes for a Merry Christmas and a Happy and Prosperous New Year

Remember that we have shown our faith in the West by establishing our factory here and devoting our whole time and attention to this section.

Show your faith by insisting on getting Home Made Goods.

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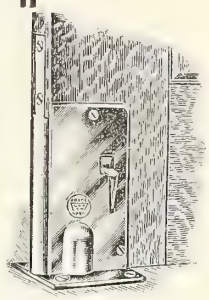
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DISTINCTION

The Chicago "Relax" Spring Hinge



has distinctive features which impress your customers and create the demand.

The spring action release allows the door to be placed open at any desired position and automatically re-engages when the door is closed.

Chicago Spring Butt Company,

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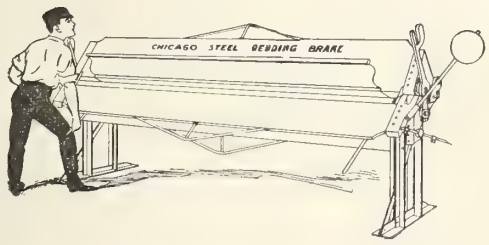
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Give You

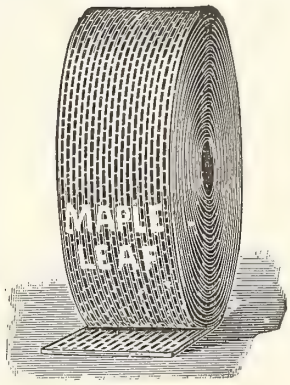
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THE STEEL STRAIGHT EDGE



Thousands of the best equipped shops are proving the advantage of this machine, designed and built by men who know the requirements of the sheet metal workers.

The Steel Bending Brake Works
LIMITED
Chatham, Ontario



To The Hardware Trade

Look over your stock and send your orders in NOW for

"Maple Leaf" Belting and Belt Dressing

so as to insure delivery within a reasonable time.

Manufactured only by the

Dominion Belting Co., Limited
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Made in
La Salle, Ill
— by —
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BIG Ben is the biggest thing to-day in the American alarm clock industry. He has everything in his favor—quality, looks, and style. He runs on time, he rings on time, he stays on time.

Slender, massive, richly plated, he stands seven inches tall, with well-shaped distinct hands and a big broad dial easily visible in the dim morning light.

He rings just when you want and either way you want—*five straight minutes* or every other half minute *during ten minutes* unless you shut him off.

His keys are large, strong, easy to wind; his voice deep, jolly, pleasing to hear. The movement plates are bridged like on a Waltham watch— you can change both mainsprings *without taking the movement apart.* The pivots are of hard steel piano wire $\frac{22}{1000}$ of an inch thin. The escapement is a hardened steel pallet escapement—not a pin escapement like that of other alarm clocks.

We are carrying on hand a stock of Big Ben specially put up for *Canadian* trade, 6 in a carton together with a full set of Store Selling Helps, (posters and show cards.) On an order for 12 we give a solid mahogany display stand. On an order for 24 we print your name free on dials and with an order for 48 we send a striking, electric flashing sign, just the thing for your window or counter.

The minimum retail Canadian price is $3.00, and there's a $3.00 resale tag on everyone you buy.

In case lots of 24, $1.95 each. In broken lots, $2.[illegible] each. Less 2%.

$2.[illegible]

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

CANADIAN HARDWARE STOVE & PAINT JOURNAL

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On the Home Stretch.

We are now on the home stretch of the year. The greater part of the journey has been completed. The finishing tape is already in sight, and before long we will be coming under the wire. Are you making an effort to come in a winner?

This is the time to make your greatest bid for record-breaking business. You started the year with a determination to establish a new record. You have probably run a great race so far, but it is well that you speed up coming down the home stretch. You have every incentive. Increased business and profits will be yours, and in addition you will have the satisfaction of having run a good race.

Extra effort can bring you in a winner. Draw on your reserve strength, ability and enthusiasm. Get your clerks to do the same thing. The result will be that you will win the race and set a new standard for the year's business.

The merchant who would successfully court customers must first of all be in love with his business.

How He Made His Business Grow.

He is a rash man who to-day thinks that the limit has been reached in anything. This is true of business enterprises as well as in the field of science.

As a matter of fact, most thoughtful men are inclined to the belief that in business at any rate possibilities are only limited by the will power and resourcefulness of those who are in command.

The business of a retailer in a back country store in Ontario had reached a stage beyond which the proprietor was beginning to wonder whether or not further growth was possible. He had not reached the point at which he had abandoned hope. He wasn't made of that kind of stuff. But during his meditations he felt that even if there was further growth it could scarcely be material, particularly as the town in which he did business appeared to have reached the stand-still stage.

One day, however, in the midst of his meditations, a newspaper friend dropped in to see him. And the thing that was on his mind became the subject of discussion, during which the newspaper man suggested that he get out a small illustrated catalogue, placing one in the home of every family in the town and surrounding country.

The dealer, who was never known to turn down a suggestion, gave this one much consideration. After some deliberation he decided to make the venture. He sought and secured the co-operation of a number of manufacturers and jobbers whose goods he handled, and from them he obtained the use of a number of engravings.

When mailed the catalogue was accompanied by a short and nicely worded circular letter.

It is about a year since the venture was made, and not only has the dealer secured business from homes which had not hitherto dealt with him, but the general turnover of goods in his store has materially increased.

He does not now depend wholly upon his catalogue as an advertising medium. He has been encouraged to use the columns of the local newspapers to tell the news of his store.

That he is no longer perturbed about the future of his business may be taken for granted. He feels that his business has taken a new lease of life, and he intends to take all the advantage of it that he can.

A swelled head has burst many a good business.

Still Another Experience in Catalogues.

Talking of catalogues, I am reminded of the experience of another business man. This particular retailer had been feeling quite keenly the competition of the mail order houses of Toronto. Instead of mourning over the fact he sat down and calculated how he could successfully meet this competition. After much meditation he concluded to do as the department stores do: Issue a catalogue.

After several months of labor the catalogue appeared. It was not as pretentious as that issued by the department stores. In fact, it was very unpretentious. The paper used was cheap and the printing not good. But it represented every line he had in stock, and the engravings which he obtained from the manufacturers enabled him to illustrate every page. Prices were quoted in every instance. Two or three thousand copies were printed and a copy went into practically every home in the vicinity.

The cost entailed in compiling, printing and mailing the catalogue was rather heavy, and would doubtless have baulked a good many men, but fortunately this particular retailer had a fair command of capital as well as plenty of courage, and so gratifying was the success of the first catalogue that it has now become an annual event.

The cost, however, of successive numbers has not been as great as the initial one. In the first place a good deal of the type is kept standing from one year to another, but what cuts the cost down very materially is the fact that the dealer has induced others in the same line of business in other towns to co-operate with him. The half-dozen participating have practically the same catalogue, the only difference being in the name of the firm printed on the cover.

The economy of this is so apparent that one may naturally expect to see its employment in time more general.

As a weapon for meeting department store competition, there can be no question about its success. For what one dealer can do is within the province of many others.

In compiling catalogues of this kind it is well the retailer should have before him for guidance as to prices the catalogues of the department stores.

An automatic machine may manufacture goods, but it calls for a man with brains to make sales.

The Parcel Post Special Stamp. The United States Government has decided to discontinue the use of the specially designated stamp for parcel post. This is another of the many changes which have taken place since the system went into force in January last.

No doubt the Canadian Postmaster-General, who told us a short time ago that parcel post would go into effect in this country next year, is watching the operation of the regulations across the border. As it is the opinion that the discontinuance of the special stamp in the United States will prevent the actual cost of the system being accurately obtained, it is to be hoped that Hon. Mr. Pelletier will not follow the example of the American Postmaster-General.

Parcel Post, neither in the United States nor in Canada, was asked for by the retail merchants of the country. On the contrary, it was against their expressed wish that legislation establishing the same was introduced. The prime movers in its favor, in both countries, were the large department and mail order houses. In the interest, therefore, of the general retail trade of the country nothing should be done which will in any way tend to cover up the cost of operating the system.

The establishing of Parcel Post in the United States has entailed an expenditure very much larger than most people at any rate anticipated. When we introduce the system next year we shall probably have the same experience. The records will probably show the outlay occasioned thereby. We should have the special stamps in order to arrive at a knowledge of the revenue derived.

The business that has in it the leaven of ability and enterprise will swell to successful proportions

Necessity for Stock-taking Stock-taking is to many a merchant a nightmare and only to be gone through from a sense of necessity. Occasionally one comes across so-called business men who are so obsessed with the magnitude of the undertaking that they ignore it altogether and go on year after year in ignorance as to their actual financial standing. If they have a small balance in the bank they are satisfied. They think they are doing well.

The president of a large commercial corporation tells how many years ago when he first became a director of the concern of which he is now the head that the then president announced to the board that it was proposed to pay the shareholders a dividend of seven per cent., which was something they had not done for several years.

"Where is your financial statement?" asked the new director.

"We haven't one, but we've got the money in the bank," was the answer that came back.

After a determined fight the new director obtained the promise from the president that a financial statement should be prepared before any further action was taken in regard to the payment of dividends.

When the promised statement appeared it showed that instead of being in a position to pay a dividend the company was in a hole to the extent of nearly fifty thousand dollars. That nipped in the bud the dividend-paying proposition.

The company is in business to-day and regularly pays dividends, but not utnil stock has been taken and a financial statement prepared.

This may be an extreme case, but it establishes the fact that no business man can know for a certainty where he stands until he has taken stock.

A good many of the large retail firms, like the banks, now take stock every six months. All retailers should at least do so once a year.

He who would be a good salesmen must learn the rudiments that make one.

Loyalty of Employers and of Employees. Loyalty is a factor in the success of all business enterprises. Loyalty of the right brand is not a jug-handled affair. It approximates more to the loving-cup with its two or more handles rather than to the jug with its one handle.

In other words there should be a loyalty of the employer as well as a loyalty of the employee.

An employer cannot expect loyalty from his clerks if he is disloyal to them. Neither can clerks expect loyalty from their employer when they are disloyal to him.

"Hearty service in friendship or love" is one of the definitions the dictionary gives of loyalty.

In every business, no matter what its nature may be, "hearty service" is necessary in order to secure success.

"Hearty service" every clerk should give. That is what he is paid to do. No clerk was ever employed under terms and conditions which stipulated that he should only render a half-hearted service.

Even if his remuneration is not commensurate with the quality of his service that is no reason why he should not do the very best he can for the business in which he is employed.

On the other hand the employer must be loyal to his clerks. He must treat them as human beings, not as machines. He must treat them not as slaves, but as free men. And he must pay them what they are worth. That is loyalty.

Clerks who are not loyal are dear at any price, and should be given their "walking ticket" at the first convenient moment.

The best thing a clerk can do with a disloyal employer is not to be lax in the performance of his duties, for that will probably do himself as much harm as it will his chief, but to obtain another place of employment at his earliest convenience.

The Business Situation in Canada

BY W. L. EDMONDS

The Business Adjusting Process.

Business in Canada is gradually adjusting itself to the new conditions obtaining in the financial world. This is the outstanding feature of the business situation as it stands to-day.

This process of adjustment is not going on without causing some disturbance. New conditions cannot be brought about without it. It is natural.

There is, however, no need for alarm. The basic conditions are sound. One does not require a microscope to discover this. This must be apparent to everyone who will for a moment stop and think.

It is true that in most of the manufacturing industries the decline in business has necessitated either the shortening of the hours of labor or the reduction of staffs. But it is not because there is as a rule throughout the country an excess of goods in the hands of the retail distributors.

The condition of busines as it is to-day in Canada is due to the weakening of credit, chiefly owing to the stringency of the money market. The goods are wanted, but the money necessary for the payment of the same is not forthcoming with the same freedom as formerly. That is the situation in a nutshell.

* * * *

Foundations are Sound.

That the foundations of business are sound there can be no doubt. A grain crop of over half a billion bushels and of a quality higher than ever experienced in the history of the country is no mean foundation. At any rate it gives strength to the faith of the commercial and financial interests of the country.

The bank clearings, the official banking returns issued by the Government and the railway earnings, are on the whole of a character which tends to optimism rather than to pessimism.

In spite of the undoubted recession in business, the bank clearings for the first ten months of the year are still ahead of those for the same period of 1912; and last year was an abnormal year. The explanation of this is the large deliveries of this year's grain crops and the improvement which has taken place during the last couple of months in collections. But whatever the cause may be, the clearinghouse barometer indicates that large sums of money are being turned over, even if the uniform increases which were recorded week by week last year are not now so much in evidence.

Neither are the bank returns of a depressing character. Following the lead of the Bank of England the banks in this country are in a stronger position than they were even a year ago. Their liabilities are $34,097,000 smaller than a year ago while their assets are $44,826,000 greater.

That, in spite of the conservatism that is being made, the banks are still taking care of the commercial interests of the country is evidenced by the increase of $8,714,000 in note circulation, and of nearly $7,000,000 in loans to mercantile concerns.

Up to a couple of months ago the gross earnings of the C.P.R. showed some rather uncomfortable decreases, but since then, on account of the movement of the new crop, there has been a steady increase, until up to the end of the first week in November the gain for the year to date was $1,388,000.

The increase for the three transcontinental railways for the year up to the end of the first week in November was $3,164,302. This indicates anything but a paralized condition of business.

* * * *

Not an Unmixed Evil.

As far as the money stringency is concerned, it is not altogether an unmixed evil. During the extraordinary prosperity which this country has enjoyed the last few years, evils have been allowed to creep in which could only be eradicated or cured by the inability to obtain a further supply of the money upon which they fed.

Money is now barely in sufficient supply for the regular needs of legitimate and established business enterprises. Wildcat enterprises are therefore dying of starvation, and to take up a subscription to rescue them from their fate is the farthest from anybody's mind.

But in spite of the stringency Canada has fared extraordinarily well. In fact much better than, under the circumstances, might have been expected. Up to the end of October we had borrowed about $210,000,000 in London, which is larger than the amount obtained last year up to the same time. Last year Canada borrowed about $31,000,000 in the United States, but this amount, it is estimated, will be exceeded by the borrowings of this year. France also promises to become a larger purchaser of Canadian securities.

From a monetary standpoint it cannot by any means be said that the outlook for Canada is bad.

It may be some months before the world's money market returns to a normal condition, but when it does we may confidently expect an active resumption of trade in Canada.

* * * *

A Growing Foreign Trade.

Although there is a recession in trade on the home market, there is no sign of a falling off in our foreign trade.

The latest official returns issued for the present fiscal year only cover the four months ending July. These show the aggregate foreign trade to be $358,486,286, an increase of over $30,000,000 compared with the same period in 1912.

The imports were $227,675,273, an increase of $16,808,816; the exports $130,811,013, an increase of nearly $13,000,000.

The exports of manufactured goods during the four months were larger than in any corresponding period. They were $16,051,895, which is $3,392,000 in excess of those for the first four months of the previous fiscal year.

With the home market demanding less attention we may expect the manufacturers of Canada to devote a little more time to the cultivation of the foreign market. Last year the value of the exports of Canadian-made goods was $43,692,708. Twelve years ago it was only about equal to that which we are now doing in one-third of a year. If the ratio of increase the first four months is maintained, it will be $64,000,000 for the twelve months. So mote it be—and more.



Everything Ready for Hardware Convention and Exhibition

Ontario Retail Hardwaremen Meet

At the meeting of the Executive Committee of the Ontario Retail Hardware and Stove Dealers' Association, held in the Queen's Hotel, Toronto, on Thursday, November 20, all the members of that committee were present with the exception of Ed. Wanless, Chatham, and Geo. Ecclestone, Bracebridge, both of whom sent messages of regret of their inability to be present, and also by mail and telegram sent their views on the various questions under discussion. There was thus practically a full meeting.

With president Occomore in the chair, secretary Wrigley reported that since the joint executives' meeting on March 24 last, when it was decided that the next convention should be held in Ottawa, several letters and circulars had been sent to hardwaremen throughout the province, and two visits had been paid to Ottawa and Montreal to complete arrangements for the convention.

At the meeting in March it had been suggested that a Dominion organization be formed with each province represented by hardwaremen on a central committee, the organization to be effected during the Ottawa Convention. Mr. Wrigley had visited all the western provinces in June and July, and reported that such organization as there is in those provinces is in affiliation with the Retail Merchants' Association, there being hardware sections in several cities in the Prairie Provinces.

After a consultation with W. F. Macpherson, Prescott, secretary of the Advisory Committee, and J. A. Beaudry, secretary of the Hardware Section of the R.M.A. for Quebec Province, it was suggested that the Dominion Board of the R.M.A., comprising representatives from most of the provinces throughout Canada, hold their annual meeting during the Hardware Convention, and that the Dominion Board be invited to co-operate with the Retail Hardware Association and the deputation to wait upon the Dominion Cabinet to present resolutions outlining the views of retail merchants on matters of legislation.

Splendid Publicity Work

It was also reported that the Exhibitors' Association had been doing splendid publicity work for the Hardware Convention at Ottawa, and that reservations at Ottawa are commencing to come in in large numbers. Single fare railway rates on the certificate plan have been arranged for to include Manitoba, Saskatchewan and Alberta, as well as eastern Canada, so that now any hardware merchant, clerk, traveller, representative, or accompanying ladies can secure a single fare rate to Ottawa and return from any point between Halifax and Edmonton during the coming Ottawa Convention.

On resolution the secretary was instructed to communicate with Premier Borden and the Dominion Government and arrange with them to receive a deputation of hardwaremen on Wednesday morning, February 18, 1914, if possible; and also to arrange seating reservations in the galleries of the House of Commons for several hundred hardwaremen on Tuesday evening, February 17.

Another resolution was adopted extending an invitation to the Dominion Board of the R.M.A. to take advantage of the low rates to Ottawa and hold their meeting in the Capital City during Hardware Convention week, co-operating with the hardwaremen in the proposed deputation to interview the Government.

Other resolutions printed elsewhere in this report were discussed and adopted as the memorandum to be placed before Premier Borden and the Government as representing the views of retail hardwaremen on four important problems affecting merchants generally, and regarding which legislation is desired or under consideration.

Interview the Government

The selection of speakers to present these resolutions was left to the Advisory Committee, as no action could be taken until a reply is received from the Dominion Board of the R.M.A.

The secretary was instructed to procure ribbon badges for the use of members of the Association and lady guests in attendance at the Ottawa Convention.

After the discussion it was decided that the Wednesday and Thursday sessions of the Convention at Ottawa be closed sessions to which only members of the Association would be admitted. President Occomore announced that he intended to start the sessions promptly on time, even if only a few are present. He would also appoint an executive member to act as door-keeper at each session.

Advisory Committee Report

W. F. Macpherson, secretary of the Advisory Committee, reported that the only complaint received from retailers this year had been in connection with discounts allowed retailers on plate glass, on which retailers are only protected to the extent of five per cent. There is a general feeling that the discount to the retail trade should be increased to at least fifteen per cent.

Mr. Macpherson also reported regarding his attendance at the recent meeting of the Hardware Association Secretaries at Chicago, in October. His report is given in full herewith:

Visit to Chicago

Report of delegate to Annual Meeting of National Association of Retail Hardware Association Secretaries, La Salle Hotel, Chicago, held Oct. 14-15, 1913.

This association is formed of the Secretaries of the various state associations, who are really in almost every instance the actual managerial officials of the

association. The object of the conference being to discuss questions of interest to the associations, and by an interchange of ideas and the comparison of results obtained from various lines of action adopted by the several associations, with a view to adopting such as would profit each association, and strengthen the membership and usefulness of our organizations.

In this report I will not be able to give you in detail all the matters brought forward in the meetings which



H. Occomore, Guelph,
President of O.R.H. & S.D.A.

were remarkable for the interest sustained throughout —the meetings being attended by all the delegates present, about 30—and the close attention given during the conferences, which consumed eight hour or more in each of the two days' deliberations.

Increasing of Membership

Several associations reported having tried out the District Chairmanship plan. That is to name a chairman for stated districts, whose duty it is to report to the secretary the names of all the eligible dealers in his district, who will upon receipt write them setting forth the objects of the association and soliciting their membership. This is followed up by a letter from the chairman of the district which can be written by the secretary and forwarded to the said chairman for his signature and mailed by him from his office. This in most cases would be from one whom the dealer we are after would have personal acquaintance or knowledge, and would be with good effect. The list procured at the outset would be of much more value than one obtained from a source such as directory or mercantile agency record. It also interests the various chairmen in the work of the association, and has been the means of developing some good live timber for the future conduct of the association work. Splendid results were reported from this plan of action.

The matter of local associations (outside of the large cities) has proven a failure in practically every case reported.

Freight Audits

A number of the state associations have arranged for the audit of freight bills of their members, and the amount of moneys collected from the railways for overcharges through improper rates charged, and goods billed under wrong classifications surprised me. One state reported having upwards of $10,000 worth of claims entered, and about 50 per cent of this amount refunded up to the present time. These overcharges are caused by railways having inefficient help in their billing departments—junior clerks who do not understand the various classifications and always make sure to err on the right side. Other states reported having tried it out, and found only a few claims to present—which they attribute to better and more intelligent billing clerks being on the shipping routes. Claims are allowed to be entered in the States for a period of six years back. There are several Audit Bureaus in the States who make a business of preparing such claims. It would be well for us to ascertain if such a bureau exists in Canada, and get full particulars of same—and have a few of the members of the executive furnish their freight receipts for a test case.

Auction Sale and Exchange or Sale Bureau

This proposition as tried out by several states at their convention with such good success appeals to me as a winner, and one which we should work out for our convention. In every retail stock there creeps in at various times lines which do not follow up the judgment of the buyer, and becomes dead or unsaleable stock. At the same time this identical line of goods has proven itself a seller in some other district. The idea is to have a list of such articles submitted by our members, with full description of goods, as to quantity —condition and with sample if possible, or cut and descriptive matter. The one offering the goods to also name a reserve bit. An evening is taken up at the time of convention and each lot offered by auction. In case of a lower than reserve bid being offered, then the one bidding and the one offering his goods are put in touch and private sale is put through. Of course it is expected that the reserve bids shall be such as to give a bargain, as getting rid of the unsaleable goods should be of sufficient interest to offer at a reduced cost to realize and turn over same.

Such other articles as are not disposed of at time of convention are later compiled by official having same in charge, together with others which may be submitted after invitation—and a list of these mailed to all the members, say quarterly. Enquiries regarding any of these lines offered are then referred to the party offering, and matter taken up directly between the parties interested. This Sale or Exchange Bureau has been worked up with good success. Another feature is that it keeps the membership in closer touch

RESOLUTIONS TO BE PRESENTED TO GOVERNMENT

Resolution 1—Resolved that the proposed Parcel Post System in Canada should rest upon two basic principles: 1st, that the rates charged should be fixed according to distances; 2nd, that rates should be high enough to make the parcel post self-supporting.

Resolution 2—Resolved that the inspection of weights and measures should be made at the expense of the public treasury, as the aim and object of this inspection is to protect the public.

Resolution 3—Resolved that this association favors the maintenance of prices on all articles bearing a trade mark and requests the Parliament of Canada to amend the Trade Mark Law so as to make it an offense for any one to sell at a reduction any article bearing the trade mark upon which the manufacturer has set the price for which it should be sold to the consumer.

Resolution 4—Resolved that this association is very strongly opposed to the Parliament of Canada granting any special legislative privileges to co-operative societies.

during time between conventions, a matter which I have always felt extremely important, but hard to follow up without some such plan to keep the membership in touch with the executive officers.

Question Box Discussions

I briefly outlined our proposed line of action in reference to some of the live questions for discussion, being introduced with short papers on the topics selected, to be followed up with general discussion. One state, Indiana I think, stated they had the same plan in view for next convention. The matter was fully discussed,



W. F. Macpherson, Prescott
First Vice-President of O.R.H. & S.D.A.

and it was recommended that the papers be edited and printed for distribution to members in advance of discussion.

In the foregoing, I have endeavored to give you some of the salient features of the conference, such as we could use to advantage in our association. The various secretaries were a fine lot of fellows, enthusiastic in their work, some devoting time exclusively—where they had insurance branches. In addition to what I had the privilege of hearing at the meeting, I have promises from several of the live wires to correspond and exchange convention material, which I hope will be productive of some good to the association. Other matters of lesser importance will be given at first executive meeting, and progress of the meeting submitted.

All of which I respectfully submit.

W. F. Macpherson.

Prescott, Oct. 29, 1913.

Executive Recommendation

Mr. Macpherson recommended that the province of Ontario be divided into 40 county districts, and that each of these be placed in charge of a member of the association, who would act as an advisory member for that district. This plan was adopted and a list of the districts will be compiled at once, and a series of letters will be sent to a selected list of retail hardwaremen, outlining the advantages of association membership, Mr. Macpherson's letters being backed up by practical work by the various district captains.

Mr. Macpherson also suggested the formation of a freight audit bureau, but after discussion it was decided to arrange with the freight claims department of the Canadian Manufacturers' Association, or some independent auditor who could audit claims for freight overcharge for members of the O.R.H.A., charging a small fee therefor.

Mr. Creeper, of Owen Sound, reported that he had, on November 19, received a check for $21 in payment for a claim entered with the C. P. R. in 1911.

Mr. Macpherson's recommendation that an exchange or sales bureau was also concurred in, and he was instructed to invite members of the association to list their unsaleable stock with him, to be offered for sale to other members by circular or by notice at the Ottawa convention.

A letter was read from J. A. Beaudry, Montreal, expressing his regret at being unable to attend the executive meeting of the Ontario Retail Hardware Association, and repeating his willingness to co-operate in

TENTATIVE PROGRAM FOR OTTAWA CONVENTION

Monday, Feb. 16th.

1.30 p.m. (about) Special train leaves Toronto.
5.30 p.m. (about) Special train leaves Montreal.
9.00 p.m. Informal reception at Chateau Laurier.

Tuesday, Feb. 17th.

9.00 a.m. Hardware exhibition open to hardware men only.
10.00 a.m. Official opening of exhibition.
10.30 a.m. Committee meeting at Howick Hall.
12.00 a.m. Luncheon and address at Howick Hall.
2.00 p.m. Joint meeting of Ontario, Quebec and Exhibitors' Associations.
4.00 p.m. Adjourn to Exhibition Hall.
5.00 p.m. Moving picture show by McClary Mfg. Co., London.
7.30 p.m. Exhibition open to public.
8.30 p.m. Visit to House of Commons—all galleries reserved.
10.30 p.m. Collation at Chateau Laurier.

Wednesday, Feb. 18th.

9.00 a.m. Hardware exhibition open to hardware men only.
9.00 a.m. Deputation to Premier Borden and Government.
12.00 a.m. Luncheon and address at Howick Hall.
2.00 p.m. Retail convention at Howick Hall.
3.30 p.m. Adjourn to hardware exhibition.
5.00 p.m. Moving picture show by E. C. Atkins Co., Hamilton.
7.30 p.m. Exhibition open to public.
8.00 p.m. Theatre party tendered to ladies by exhibitors.
8.00 p.m. Retailers Question Box discussion and illustrated talk on salesmanship.
8.00 p.m. Exhibitors meet in Chateau Laurier.

Thursday, Feb. 19th.

9.00 a.m. to 10.00 a.m. Retail convention at Howick Hall.
10.00 a.m. Hardware exhibition open to hardware men only.
12.00 a.m. Luncheon and address at Howick Hall.
2.00 p.m. to 3.00 p.m. Retail Convention at Howick Hall.
5.00 p.m. Moving picture show by Canadian Steel-Wire Co., Hamilton.
7.30 p.m. Exhibition open to public.
8.00 p.m. Theatre party tendered to retailers by exhibitors.

Friday, Feb. 20th.

9.00 a.m. to 10.00 a.m. Retail convention at Howick Hall.
10.00 a.m. Hardware exhibition open to hardware men only.
12.00 a.m. Luncheon and address at Howick Hall.
2.00 p.m. Joint meeting of Ontario, Quebec and Exhibitors' Associations.
8.00 p.m. To be announced later.

Saturday, Feb. 21st.

8. a.m. (about) Special trains to Toronto and Montreal, but hardware men can return by any train.

any movement that would tend to improve conditions of the retail hardware trade.

Convention Program

An offer to deliver an address on "Cost of Doing Business," by C. M. Johnson, of Rush City, Minn., was received, Mr. Johnson being highly recommended by Fred C. Lariviere, of Montreal. It was decided, however, that a program of addresses be arranged for the Ottawa convention, the addresses to be delivered by members of the Ontario association. These addresses are to be of about five minutes in length each, and discussion to be invited on the different topics introduced. Among the various subjects mentioned are the following:

"Plans for Special Sales and the Development of Trade."—W. J. Carter, Picton.

"How to Get Most out of Advertising."—E. J. Creeper, Owen Sound.

"Advantages of Half Holidays and Early Closing."—Chas. C. Lee, Goderich.

"Benefits of Local Trade Agreements."—W. F. Macpherson, Prescott.

"Reducing Cost of Deliveries."—J. N. McGregor, Oakville.

"Keeping Track of Costs in the Tin Shop."—C. W. Conn, Tillsonburg.

Other subjects to be discussed in the regular meetings or in the Question Box part of the program are invited, it being desired that as many questions as possible be submitted in advance, so that they can be printed and distributed before the meeting.

Manufacturers' Executive Meet

When President M. R. Griffith called the meeting to order at the Executive Meeting of the Canadian Hardware Manufacturers' Exhibitors' Association at the Queen's Hotel, Toronto, on Thursday morning, November 20, there were present F. M. Tobin, A. A. Bittues, H. P. Hubbard, Geo. Spence, J. W. Moncur, B. D. Blackwell, Geo. B. Dowswell, D. F. Griffith, Chas. E. Stewart, T. W. Kirby and C. F. Smallpiece, who acted as proxy for Adam Taylor. Letters of regret were read from Jno. Billinghurst and F. M. Beaudry.

The reading of the minutes of the previous meeting in March last was dispensed with, on a motion of Mr. Bittues, as secretary Tobin informed the meeting that there were no matters of importance to be reviewed. Instead, a number of reports were presented which showed how far forward had been pushed the work for making the February exhibition at Ottawa a huge success.

Arrangements have been concluded with the Railway Passenger Agents' Association whereby a return ticket to Ottawa will be sold for single fare from any point in the Western Provinces, with the exception of British Columbia, and that province could get that rate if 50 persons could be got to come from that province. These rates are good leaving the West between February 9 to 14, and returning from Ottawa up to March 8.

For the whole of eastern Canada the same rates applied good commencing about February 11 and returning from Ottawa February 26.

Prominent Speakers at Luncheon

On convention program matters secretary Tobin read a letter from Chief Justice Doherty acknowledging receipt of communication inviting Premier Borden to speak at one of the noon-day luncheons, and asking the association to take up the matter later on. It is also proposed, said the secretary, to invite Sir Wilfrid Laurier to speak on another day at luncheon.

A very satisfactory financial report was presented, and as it had been audited by Mr. Stewart and found correct the report was accepted and passed.

Mr. Bittues suggested that a reserve fund be established by setting aside a sum from any profits that might accrue to the association.

The special hardware trains arrangements were next taken up, as well as other matters dealing with the program for the week at Ottawa. These special trains will leave Montreal and Toronto at hours convenient for travellers to Ottawa leaving their homes on the morning of Monday, February 16. The special Toronto train will not leave that city until about 1.30 noon, when all the trains from the western part of Ontario have arrived. Eastern Ontario people may board the train at the nearest connecting point to their homes. But hardwaremen intending to visit Ottawa and finding themselves unable to make this train should bear in mind that the special rates are good on all regular trains to Ottawa as well; the idea of the special train, of course, being to help bring all the hardware people in touch with one another and make for companionship and sociability from the very start.

Lunch will be served on the way down, either by attaching dining cars to the train, or by having the special train stop at some prearranged refreshment station between Toronto and Ottawa; and a lunch will be served also at the hotel in Ottawa when the special trains arrive from Montreal and Toronto.

One night of the stay at Ottawa will be set apart for a theatre party for the entertainment of the lady visitors.

Association Membership Increasing

The Membership Committee's report was read by Chas. E. Stewart. He presented for acceptance the names of 30 new members. The report was considered very creditable, especially in view of the fact that no person or firm had been solicited for his application. The names of the new applicants were added to the association's rolls.



M. R. Griffiths
Of H. W. Johns-Manville, Toronto. President of C.H.M.E.A.

Mr. Tobin presented a report re the daily lunch at the exhibition, and in this connection read a letter from the secretary of the Presbyterian Ladies' Guild,

who propose to serve this lunch. It was decided to have the lunch served between twelve and two o'clock each day, with some one prominent speaker; the speaking to begin at 1.20 and lasting not more than 20 minutes. Besides Premier Borden and Sir Wilfrid Laurier it was suggested that Hon. Geo. E. Foster, Minister of Trade and Commerce, and J. Wood Pogue be invited to speak, the latter to give an address on "Business Ethics" in the auditorium of Howick Hall.

Application for moving picture illustrated talks on hardware manufacturers were received from the Canada Steel & Wire Goods Co., Hamilton; E. C. Atkins & Co., Hamilton; and the McClary Mfg. Co., London; and on the suggestion of the chairman the representatives of these concerns arranged among themselves the day on which to show their views.

On entertainment at Ottawa, B. D. Blackwell, chairman of the entertainment committee was authorized to name the personnel of that committee who will assist him in his work.

Mr. Tobin reported having verbally invited the officers of the Wholesale Hardware Association to visit Ottawa at the time of the Exhibition and Convention, and that he was following up this with written invitations to the members of that body with their representatives.

Governor-General to Visit Exhibition

Mr. Bittues thought that an invitation to the Governor-General to come and visit the exhibition would be a splendid advertisement for the show, and on motion he was asked to form a committee to attend to this.

It was also proposed to re-engage A. M. Hunt, of London, Ont., to act as superintendent of the exhibition at Ottawa; his duties to be the same as those he undertook at Hamilton.

The meeting adjourned for lunch, the officers of the Exhibitors' Association having invited the executive of the O.R.H.A. to dine with them.

Afternoon Joint Session

In the afternoon a joint session of the executives of the C.H.M.E.A. and the O.R.H.A. was held. Presidents Griffiths and Occomore acted as joint chairman, the former in a short introductory speech welcoming the retailers and speaking of the harmonious relations subsisting between the two bodies.

Secretary Wrigley of the Retail Association presented a tentative program of the arrangements proposed for convention week at Ottawa. Some few changes were made in this before adoption.

He also spoke of the business sessions of the association at Ottawa, and of their determination to start these meetings promptly on time. Mr. Wrigley also spoke of some of the outstanding features of the convention program—the visit to the House of Commons; the deputation to wait upon the Government; the question box discussion; and the joint meetings of the two associations.

Secretary Tobin went over the proposition that had been considered by the Exhibitors' Executive and made some suggestions for the working out of the program at the joint meeting of delegates from the various trade associations on the afternoon of Friday, February 20. He also reported that of the 132 booths in the main exhibition hall, 131 had already been reserved.

On attendance at Ottawa, secretary Wrigley said that with the work that would be done by the retail executive and the 40 district captains in Ontario, that the coming convention should bring out a record-breaking attendance. According to a statement made in Mr. Beaudry's letter, it was shown that every member attending the recent meeting of Quebec hardwaremen in Montreal was going to the Ottawa convention and exhibition.

Exhibition Open to Trade Daily

Mr. Tobin stated that the exhibition would be open to the trade only during the daytime; but this, of course, meant wholesaler and retailer, hardware visitors, lady guests and representatives. He also emphasized the point that a one-way fare for the trip to Ottawa and return could be obtained on the certificate plan from any and all points in Canada. This irrespective of whether or not they made use of the special hardware trains.

Jas. Hossack made the suggestion that if the proprietor of a hardware store found himself unable to go to Ottawa next February, he should give his clerk an opportunity to do so.

On a question by E. H. Gurney, secretary Tobin informed the meeting that the programs would be printed in both English and French.

On behalf of the Retail Executive, W. F. Macpherson thanked the Exhibitors' Executive for their invitation to lunch with them, and President Griffiths, of the latter body, in acknowledgement appreciated the courtesy of the hardwaremen, and felt convinced that the frequent coming-together of the two bodies made for mutual friendship and met with the favor of all.

FEATURES OF CONVENTION WEEK

At the Wednesday evening Question Box discussion, E. Holt Gurney, of The Gurney Foundry Co., Toronto, will give an illustrated talk on "Salesmanship," which should prove a decidedly interesting event.

Mr. McNabb, or Orillia, is making up a party of seven to take in the convention and exhibition at Ottawa next February.

Secretary Tobin states that he still has a quantity of post cards with the crest of the Exhibitors' Association thereon for use of members of the association.

A greater use of the cut of the Exhibitors' Association crest in the advertisements of members would doubtless help boost the association.

As all the evening entertainments during the convention week at Ottawa will be down town, the management of the exhibition want all hardware dealers at Howick Hall during the day. There will be something doing there all the time from 9.30 in the morning until 5.30 in the afternoon.

While some varnish manufacturers will make displays at the exhibition, the Ottawa Paint Co. is the only paint manufacturing concern that has yet reserved space.

W. W. Baker, Granton, in applying for his reservation at Ottawa, also makes application for his clerk to visit the "grand old convention—the time we profit and enjoy." Here is a suggestion, and a good one, for other hardwaremen to bring along one or other of his salesmen.

BANKS BASE CREDIT on the assurance that borrowers can pay out of their quick assets.—*Geo. W. Reynolds.*

Collins' Course in Show Card Writing

Second of a series of articles specially prepared for this journal.

Plate 9 is the same style of letters as Plate 8, but is "condensed." That is, each letter is high and narrow. There are many occasions where this style of letter will work in to better advantage than those of Plate 8. Practise this style of letter, noting carefully that the bodies of all the letters are the same height.

Plates 10 and 11 are among the most useful styles of letters there are. They are known as italics, and are used where a card may have considerable matter on it. Plate 10 is not blocked as Plate 11 is. These can be made with one of your small brushes. You may hold it as instructed in last lesson by restisg one hand on the other. Or you may hold it in the same manner you would hold a pen or pencil, resting your hand on the card.

Plate 12 is a full block alphabet of what some call the "thick and thin" style of letters. By that is meant that some of the lines are thicker than others. Blocked letters are not advisable for general use in card writing as they cannot be made rapidly. However, for one or two words or a line that needs bringing out prominently, this type of letter will work in most admirably.

In practising with your brush always make your strokes continuous and as long as possible. Do not make a short stroke, then go back and "lap" or "join" onto it. Practise speed as well as accuracy in forming each letter. In all the plates thus far you should make each part of the letter with one stroke. You may find the curved lines hardest to do, but make as much of each curve as you can with one stroke of your brush. Work as rapidly as you can, even though at first your lines may be crooked and uneven. Practise making a vertical stroke about three or four inches long, doing it as rapidly as possible; then practise a horizontal stroke. Make these by the hundred for speed and accuracy. Remember patience and practice are just as necessary in learning to write showcards as in learning to play some musical instrument.



Sample of seaso able window card which may be finished in a variety of colors.



The figure in red and the wording in black makes a strong combination on di-play card.

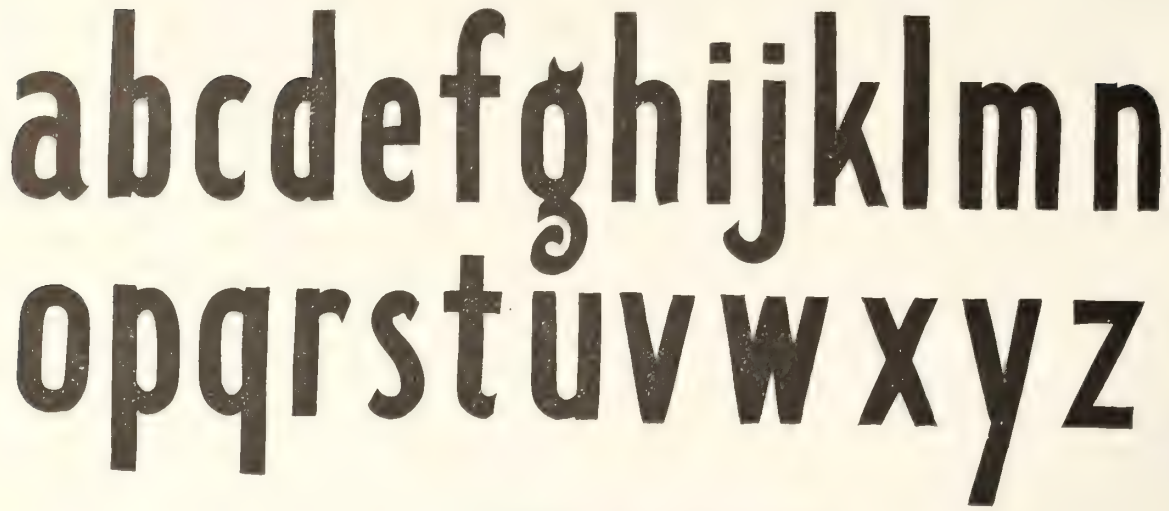


Plate 9.—Lower case alphabet of plain letters condensed.

We offer three cards as a suggestion for the Christmas trade. The style of cards to be used for this particular season must be determined largely by the line of goods one has for sale. The special Christmas stocks such as toys, candies and other lines that are considered strictly Christmas presents, are not difficult to advertise. Other lines must be treated differently. Many of these must be advertised under the heading of useful presents. Two of the cards offered belong to this class. The $3 card is a suggestion for cutlery, but the same idea may be utilized for other lines. The design is a panel done with air brush. The lettering is in black, the figure in red and shaded in a subdued color.

The 6.48 card is a similar treatment, but the chair is a print cut out and pasted on. The figures are in red and shaded in grey. The letters in black.

The Santa Claus card is appropriate for any business, and the wording is a little out of the ordinary. Old Santa is painted in flesh color with white mittens and fur on cap and white beard and hair. His coat and top of cap is red. The card is cut out around the head to give the effect of him looking over the top. The large lettering is in red or dark brown and shaded in a subdued tone to harmonize. The small letters are in black.

MAKING TRADE JOURNALS USEFUL

Often it occurs to me, says a writer in a U. S. trade journal, that many of us do not appreciate the value of the trade journal and even many of us who do appreciate it do not take advantage of the knowledge to be gained from it. We will pick up the paper when it comes and look through it. Some of us go so far as to give it a thorough reading and to see all advertisements. How many, however, who see an interesting item which is of no use now, but becomes so later, say in six months, will remember it or will recall in which issue it was.

Of course, if one can remember the name of the journal in which an article appeared, one can write to the editor, who will gladly forward a copy. The only drawback is, that if you had preserved the article it would save the delay of writing.

It is said of Napoleon, that if he wrote the title of a few of the most interesting points on a slip of paper and then destroyed the paper he would remember the entire article.

There are two reasons why many of us need not try to emulate Napoleon. His mind was greater than most of ours, and as he moved from place to place a great deal he did not wish to encumber his baggage with memorandums. I saw a system at one place that impressed me very much.

There was a small card index box containing cards about 2x3. This box was subdivided into departments. When a journal came in the boss and the manager would look through it and if an interesting article appeared would make out one of the cards to be filed in the box. The cards gave the subject on the top, then the name of the paper, page number and date of issue. The paper was then placed in a box with its previous issues, as the last one was always placed after the others, it was an easy matter to refer back. The reason the articles were not cut out and filed was that in case two interesting articles appeared back to back and covered two different departments it was easier to keep track of them by means of the box. Many times if an advertisement appeared which looked interesting, a memorandum was made of it. If such goods were needed later the box would show where they could be secured.

In order to keep the box from filling up, memorandums over eighteen months old can be thrown away at time of filing new ones.

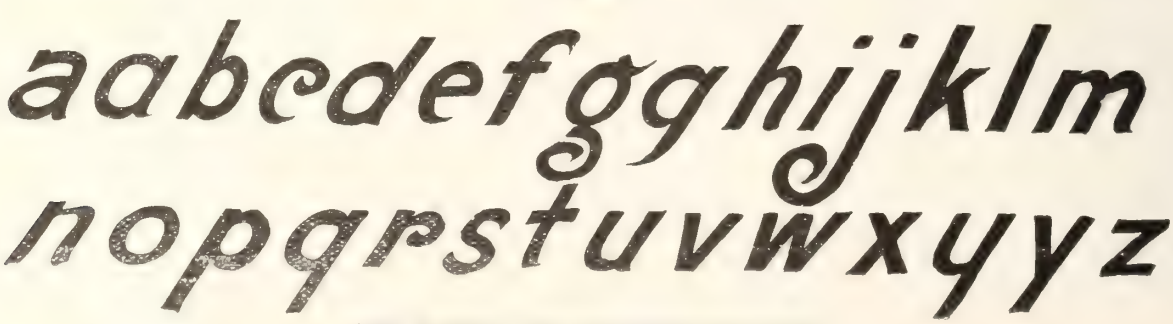


Plate. 10. Simple, neat and useful style of alphabet.

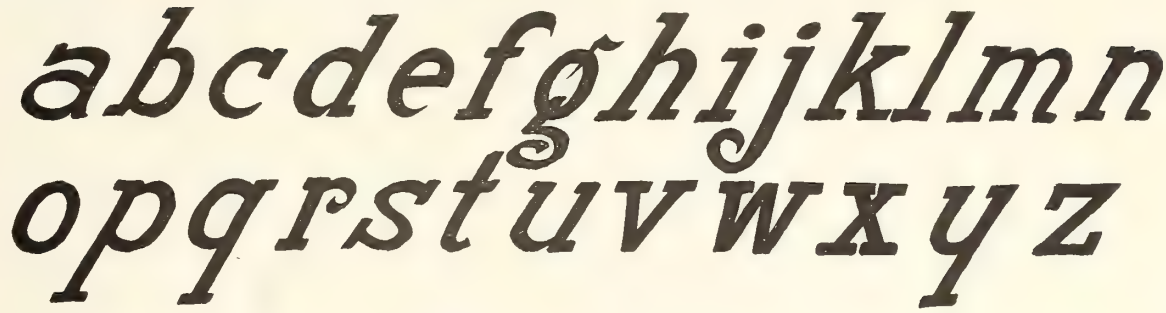


Plate 11.—An easily printed block alphabet.

PROTECTING THE TRADE

Price maintenance, price cutting and resale prices are important terms in the hardware and other business fields at the present time. Every honest, straightforward dealer would like to see the price cutter cut himself out of the trade. Two little recent incidents tend to show that the manufacturer is doing his part to bring about uniformity of price, so that the dealer will make his profit. One of these incidents has to do with a line of articles related to the lamp family. Every one of the articles was marked to sell at 90 cents, but cutters here and there throughout the country marked them around 75 cents, to the demoralization of trade, so much so that the manufacturer was obliged to save his reputation by leaving off the resale price.

The other incident has to do with oil stoves. Here the manufacturer was informed immediately of the actions of the price cutter—a big store in one of the big Canadian cities. The stove maker promised to protect the trade, and did so by refusing to sell any more of his goods to the big retailer. In this latter instance the disease was nipped in the bud.

MERCHANTS OPPOSE CENTRALIZED SHOPPING

The Calgary branch of the Retail Merchants' Association has lately been displaying considerable activity. A "shopping festival" inaugurated by an afternoon Calgary paper, which provided for the return of the fares of country visitors on condition that they purchase a certain amount of goods while in the city, has been most severely criticized as being contrary to the principle of home shopping, which is the guiding precept of the organization, and as a result of the publicity given the protest, Secretary Bucknall says that over 20 similar resolutions have been passed throughout the province, with the result that a general campaign has been inaugurated to have a "home shopping week" during the week that the "shopping festival" is to take place.

NEW REPRESENTATIVE IN WEST

The hardware trade will be interested to learn that The Peck, Stow & Wilcox Co. will be represented from Winnipeg to the west coast of the Dominion by N. J. Dinnen, with offices at Winnipeg and Vancouver. Mr. Dinnen is considered one of the best hardware salesmen in Canada. He has had twenty-two years experience, during many of which he represented Lewis Brothers, Montreal. He afterwards became widely known as the head of N. J. Dinnen & Co., of Winnipeg and Vancouver, a firm which has enjoyed success and which has an enviable standing throughout western Canada.

NEW REPRESENTATIVE FOR SPECIALTY CO.

C. H. Walker, a son of one of the partners of the Specialty Mfg. Co., Grimsby, Ont., has started out on the road for that concern, calling on the trade in Ontario.

A HARDWARE SPORTSMAN

Milton Carr, the one-time well-known hardwareman of Cobalt is a sportsman of no mean calibre. He went up to the North country from his Hamilton home a couple of weeks ago and bagged the biggest moose of the season. This big moose had been shot at and missed by sportsmen for the past three years, so the story goes, and was regarded to have a charmed life. It remained for Mr. Carr to bring him down.



Plate 12.—Full block alphabet of "thick and thin' letters.

A System of Accounting that Really Keeps Accounts

Last word in retail accounting—What the hardware dealer has long needed—Simple and practical—Adapted to the smallest and largest business—Expert opinion says it is the best

BY W. H. STEPANEK

(All Canadian publication rights reserved to the Canadian Hardware, Stove & Paint Journal.)

[This is the seventh article in W. H. Stepanek's course of hardware accounting that really accounts, the first article having appeared in the June issue of Canadian Hardware, Stove & Paint Journal.]

Eighth Step, Fig. 8—Journal and Cash Book

This book will be found a decided improvement over the ordinary multi-column Journal, in that it is at once a complete Merchandise Purchase and Sales Record, an Itemized Expense Account, Cash and Bank Account, Merchandise Returned Account.

The ten account columns, it will be seen, are divided into groups of five double columns each. This lessens the liability of carrying any of the extensions into the wrong account column. The Expense Account has a Credit side to provide for entries of Rebates and Discounts taken. The Debit and Credit of each account being placed side by side, enables the exact condition of any account to be seen at a glance. This is of importance when reference is made to the accounts with Cash and Bank, as well as the Account Ledger, and Purchase Ledger. You can tell at a glance how much you have outstanding on your books, or how much you owe for merchandise. You prove your work at the close of each day, week or month by footing up all the columns, and then adding crosswise the footings found in the Credit column and those found in the Debit column. If these two totals are equal, it is taken for granted that the work of extending and adding is correct.

You thus have the satisfaction of keeping a Complete Double Entry set of books, as the only additional work required is to prove the correctness of your Ledger monthly with a Trial Balance, which with this Journal is easily taken.

All the instructions necessary for you to properly and intelligently use this book will be obtained by studying the following sample entries:

"Balance Forward" will of course be understood as the total balance forward from the previous month of the several accounts.

In following the first entry, hardware to the amount of $133.85 was purchased from the J. M. Martinek Hardware Co. during the month. This amount is charged to Purchase Ledger. Being a local concern, they have bought of Stepanek & Vondracek Hardware Co. during the month, merchandise amounting to $17.16 (See Credit under heading Account Ledger). After deducting Cash Discount of $2.68 (See Credit Expense), a check for $114.01 was given (See Credit Bank).

Goods were purchased during the month from Morgan & Wright, Cribben, Sexton & Co., and Hibbard, Spencer, Bartlett & Co. The total of each invoice was debited (See "Purchase Ledger"). Checks were sent in payment, the discount credited (See "Expense Account"). The amount of each check was credited to the bank (See "Bank Credit").

Please note the first or left hand columns under the heading, "Ledger Account Titles," have a Debit and a Credit side. This indicates at a glance the nature of the entry, whether it be debit or credit, thus reducing the liability of error in posting the Ledger. Explanation of each entry will be noted under that heading in the right hand column.

Wrapping paper, to the amount of $3.15, was purchased from Warfield, Pratt & Howell. This invoice was to be placed to their credit, hence the entry was

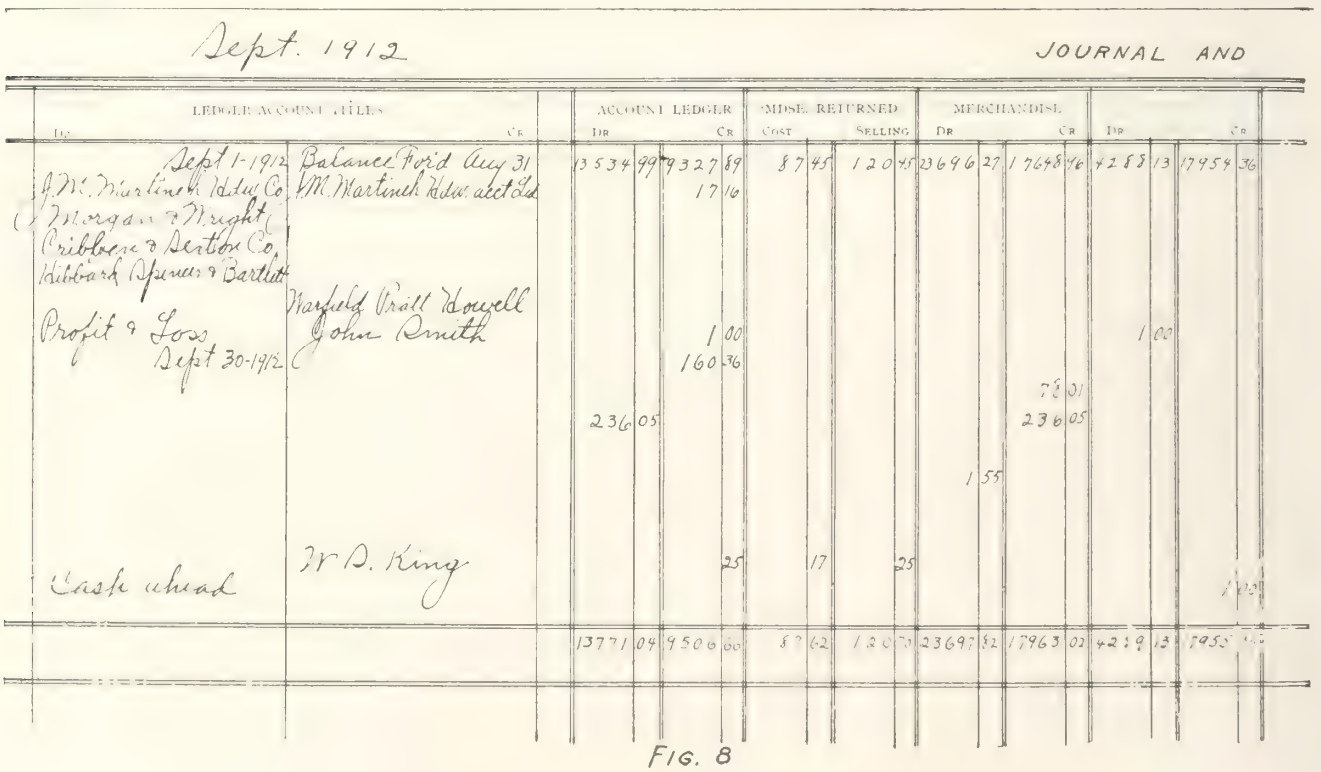


FIG. 8

made on the Credit side. The amount was credited (See "Purchase Ledger") and charged to expense (See "Expense Debit").

John Smith claimed goods purchased were damaged, an allowance of $1.00 was made him, this amount was placed to his credit (See Account Ledger") and charged to Profit and Loss (See "Sundries Debit").

W. S. King returned a pan for credit (See "Account Ledger"); credit 25 cents ("Merchandise Returned"); debit cost of pan, 17 cents; credit selling price, 25 cents.

This last entry was posted from Goods Returned entry, Fig. 7A.

In the next entry we have assumed that Salesman No. 1 was "Cash Ahead" $1.00. Note the disposition —Debit Cash and credit Sundries. If it was a case of "Cash Short," the entry would be reversed—credit cash and debit sundries.

The following entries, reading back from Explanation in right hand column, are totals from Summaries (Figs. 7 and 7A); Received on account, $160.36—credit "Account Ledger," debit "Cash." Cash sales, $78.01—credit "Merchandise," debit "Cash." Sold charged on account, $236.05—debit "Account Ledger," credit "Merchandise." Pay roll, $60.37—credit "Cash," charge "Expense." This amount is the total of the items of "Cash Paid Out" (Fig. 7A). With the exception of the item of $19.00 to A. W. Vondracek, and $1.55 express charges, these items were handled as follows: Express on records $1.55—debit "Merchandise," credit "Cash." $19.00 was paid J. R. Buresh on account of A. W. Vondracek—charge "Vondracek," credit "Cash." Deposited in bank, $107.15—debit "Bank," credit "Cash." September salaries, $400.00—debit "Expense," credit "W. H. Stepanek" $200.00, "A. W. Vondracek," $200.00.

It will be understood that the entries on "Journal and Cash Book," Fig. 8, are only intended to show how a number of the most common entries are correctly made, and that no attempt was made to show a month's work complete.

GOOD EFFECT OF EARLY CLOSING

From time to time during the summer season we read of hardware and other stores closing one afternoon a week, or closing up early in the evening, and the effect on trade, we are further told, has been beneficial. W. F. Macpherson, of Prescott, is another to the lengthening list of hardwaremen who have tried and proved the truth that early closing is beneficial to trade. He has been closing his store at six o'clock for several summer seasons now. Last year he extended the time well up in the fall, and it had its effect on his opposition, because early this past summer he came to Mr. Macpherson and asked if he was going to continue this custom this year. "Certainly," said Mr. Macpherson; "it is hardly worth the exertion and cost of light to keep open at night. Customers can be trained to buy their requirements in the daytime if they know the store closes up at nightfall. Besides I have been enjoying myself every evening the past couple of summers out at my summer cottage." As a result, both hardwaremen agreed to close at 6 o'clock daily, and so pleased was the opposition dealer with the result that when fall came round he again went to Mr. Macpherson to prevail on him to extend the "close" season. The result is that both stores are closed and will say closed every evening right up to the Christmas season.

Another example of a similar nature is the case of Chas. C. Lee, of Goderich. He had been closing his store on Wednesday afternoon during the summer for two or three seasons now. This year he thought that if it was good for summer it should be good all the year, so he locks up at noon every Wednesday now, and feels better in health and better able to plan his work for larger profits.

CHANGE OF FIRM NAME

While no alteration has been made in the personnel of the directorate of Woods-Norris Limited, the firm name has been changed to Norris-Patterson Limited, advertising agency, Mail Building, Toronto.

CASH BOOK — Sept. 1912

W. H. STEPANEK Dr.	W. H. STEPANEK Cr.	A. W. VONDRACEK Dr.	A. W. VONDRACEK Cr.	PURCHASE LEDGER Dr.	PURCHASE LEDGER Cr.	EXPENSE Dr.	EXPENSE Cr.	CASH Dr.	CASH Cr.	BANK Dr.	BANK Cr.	Explanation of Each Entry
1226 53	1025 00	963 84	1000 00	11126 79	13314 19	4635 95	295 08	18394 29	18242 04	16879 77	16059 49	Balance down
				133 85			2 68				114 01	Invoices
				71 40			3 57				67 83	
				526 37			28 40				497 97	
				300 14			6 00				294 14	
					3 15	3 15						Inv. 8-24 wrapping paper
												Error on acct.
								160 36				Reid on Acct.
								78 01				Cash Sales
												Acct. Sales
						60 37			60 37			Pay Roll
									1 55			Express on Records
		19 00							19 00			J. R. Buresh.
									107 15	107 15		Deposited
												1 pan ret.
								1 00				
	200 00		200 00			400 00						Dept salaries
1226 53	1225 00	982 00	1200 00	12158 55	13317 34	5099 47	335 73	18633 66	18430 11	16986 92	17033 44	

FIG. 8.—CONTINUED



SUGGESTION FOR A BARGAIN DEPARTMENT IN A RETAIL HARDWARE STORE

Meeting 5, 10 and 25 Cent Store Competition

How hardwaremen can offset competition from syndicate stores—Turning the effort into profit—Methods of conducting a cheap priced goods department

BY H. N. HALL

Ask the average hardware merchant the main obstacle to be overcome in order that he may increase his sales and he will at once answer, "Competition." Go still further and ask him what Competition is, and he will no doubt answer, "Oh, competition is the underhand method the 'other fellow' uses in getting my business away from me."

As long as the world goes on there must be that bugbear "Competition." When competition ceases, business itself will come to an end. Competition cannot thrive by underhand methods, for the minute that any individual or firm starts to deceive the buying public, that minute starts his or their failure. You may think it takes the failure poison a long time to act, but it is taking effect just the same.

There are two kinds of competition that the hardware merchant finds it hard to meet. One is the catalogue mail-order house. The other is an entirely local condition, the 5 and 10-cent store. This article will deal with the meeting and overcoming of the latter form of competition.

A Delusion

Hardware merchants have been deluding themselves into imagining that the 5 and 10-cent stores sell trash. Get that idea out of your head. They don't—they give fair value for the money. If they did not the 5 and 10-cent store would not be a factor in the mercantile world to-day. If they gave less than "money's worth" they would have had to close up shop long ago, for it is a fact that customers of 5 and 10-cent stores are most exacting buyers. They know values, for they "shop." No line of business can work off trash and build a business of the magnitude of the 5 and 10-cent store. Abe Lincoln was right, "You can't fool all the people all the time."

Before you can take the wind out of your competitor's sails you must know his methods. You must compare those methods with your own. Study 5 and 10-cent store methods. Most hardware merchants brag that they have never been inside of a 5 and 10-cent store. It's a mighty poor thing to boast about. If any line of business makes its competition felt, it's a pretty good thing to study and find out why it is able to bother you. You are morally certain to find something that you can profitably adopt in your business.

In analyzing 5 and 10-cent store competition most of us imagine that its main advantage comes through its ability to buy close. Of course close buying does enter into the argument, but it is not the main thing. Knowing how to get rid of the goods after they are in the store is fully as important. A man may have the ability or means to buy cheaper than his neighbor, but let that neighbor possess greater ability to sell and the close buyer will have his goods on the shelf many months after his neighbor has the money for his in the bank.

Meet Their Selling Methods

If you want to whip the devil you must fight him with fire. Adopt the selling methods of the 5 and 10-cent store and you'll be on the right road to get most of its business that legitimately belongs to you.

The next time you pass the store with the red front

and you see a pile of 10-quart granite (seconds) dish pans in the window and a big sign on top of the pile announcing to all passers-by that at "9 o'clock Saturday morning they go on sale," don't bemoan your fate that you are unable to buy the selfsame pans at 10 or even 15 cents—neither can they. They probably lose 10 or 12 cents on every one they sell. But they don't sell many—20 or 25 at the outside—that's the game.

But it's worth $2 or $3 to have your store filled with women. Don't you suppose that a few who were unable to buy the pans make other purchases. Aren't you willing to risk making some sales if you have 300 women in your store in one morning? Then go into the special sale game. Put over a leader at least once a week. Make it a leader that is a leader—pocket a loss of a few dollars and let some of the people know that you are still in the game.

In picking a special, follow the 5 and 10-cent store's lead—get something bulky, something that will fill up the window. Do the same as the 5 and 10-cent store does—when a buyer comes in for a special send her to the back of the store. Always have your specials on sale in the rear. That way you make the buyer walk the whole length of the store and the chances are very much in favor of her seeing something else she wants too.

Watch Your Windows

The special sale is not the only magnet that draws the nickels into the cash register drawer. Look at the show windows of a 5 and 10-cent store. Did you ever see a window of Knox, Woolworth, Kresge or any of the chain stores that was dark and dirty? Did you ever see one where the magic talisman, "Any Article in this Window, Ten Cents," was missing? No. Right down in your heart, can you boast of the same things being true about your windows?

Use your windows. Try a 5 and 10-cent trim at least once a month. Give it your personal attention, don't let the errand boy or the driver do the trimming. Study the windows of the "five and tenner"—note where they can be improved—get up a trim similar to theirs. Don't forget to have prices prominently displayed.

While I am on the subject of window trimming, I want to give you something straight from the shoulder. Give your windows a show—buy some up-to-date window fixtures. A few dollars spent for display fixtures will be an investment that will pay dividends for years to come. Play fair with your windows—they will, if properly and attractively trimmed, sell more goods than you and your best clerk put together.

Arrangement of Goods

The arrangement of goods in a 5 and 10-cent store is a prominent factor in their success. Everything is arranged to make buying as easy as possible for the customer. For instance, picture hooks and picture wire occupy places side by side—the screw driver is in direct line of vision of the purchaser of screws. In other words, the goods are grouped, and through the eye unconsciously, the person buying nails is persuaded to buy a hammer.

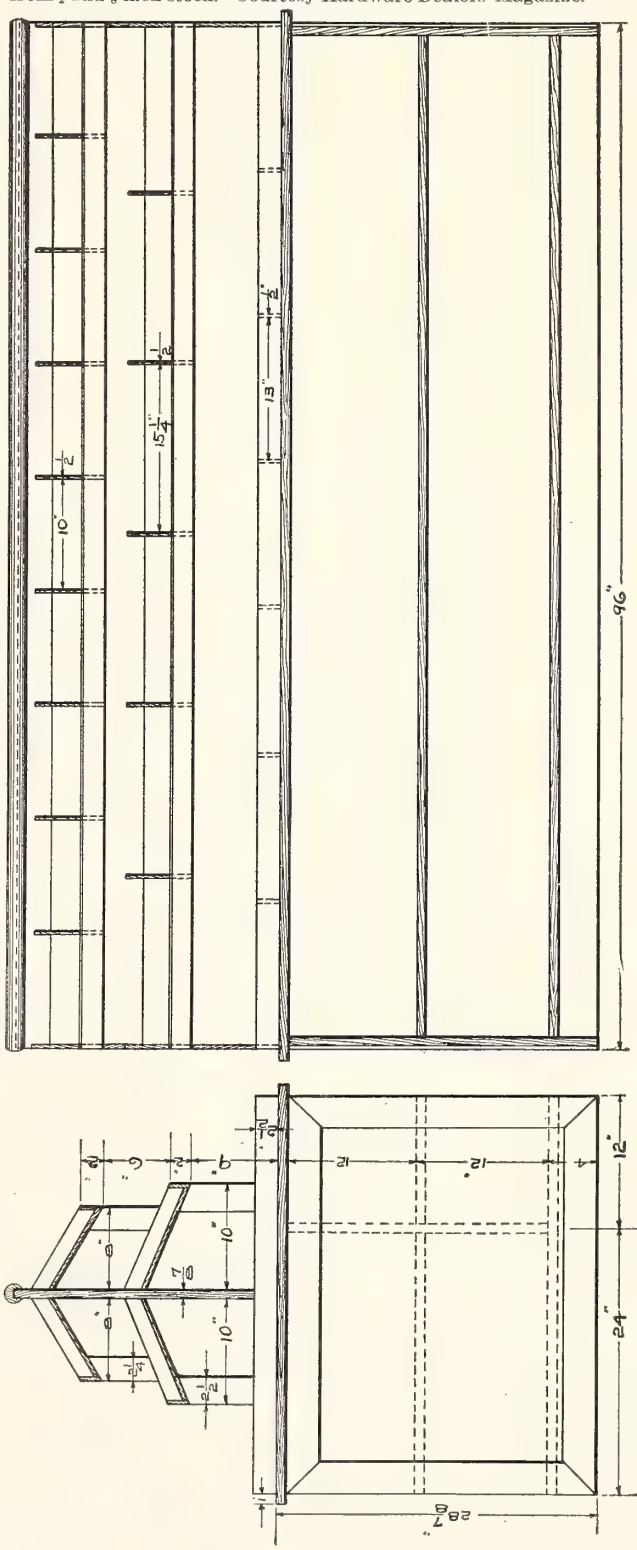
Perhaps you already have a 5 and 10-cent counter. If you have, try the grouping of articles that naturally go together. The person buying a gas mantle is more liable to buy gas tips, too, if he can see them at the same time he buys the mantle.

Use price tickets freely. Avoid all fancy lettering, using only the plain black letter on white cards. The minute your price tickets begin to show signs of wear, replace them—keep your 5 and 10-cent counters looking bright and snappy.

Drop in one of the chain stores in your neighborhood and look over the counters they use in displaying hardware. Note the compactness and neatness. It will pay you to model your 5 and 10-cent counters after them, for if they did not offer the best advantages for display the stores in question would not use them.

Another big mistake that the average hardware man who has 5 and 10-cent counters makes is placing them in out-of-the-way places. If you want to get the best results out of these counters give them a prominent

Diagram plan of effective display table for small wares or seasonable goods. Can be built by carpenter or "handy" hardwareman. Made from ½ and ⅞-inch stock.—Courtesy Hardware Dealers' Magazine.



End view of working diagram of display table for hardware store.

place. Put them where they can be seen by everyone entering your store.

Above all, keep the goods themselves bright and clean. Remember that most goods of this variety are sold by appearances rather than quality. A feather duster and a cleaning cloth will do wonders in making the sales in this department jump.

What to Sell

"Give the people what they want" is the buying plan for the big 5 and 10-cent store. Most of us are prone to depend upon our personal likes and dislikes in choosing goods. Get away from that plan. Steal some of the 5 and 10-cent store's thunder. Glance over their stock that is interfering with your sales—see what they are showing.

You can bank that everything shown has a steady demand. They are not given to buying "Stickers." Of course, a hardware store cannot carry all the things that the 5 and 10-cent store does, nor would all the articles they handle sell in a hardware store. But in making a selection remember that women make up 90 per cent. of the patronage of a 5 and 10-cent store. Cater to the women and you'll be on the right track.

The biggest portion of a 5 and 10-cent stock should consist of kitchen utensils, having a good strong line of enameled ware for a leader. Fight shy of some of the combination novelties. Most women have been "stung" by the house-to-house canvasser, with his "57 useful articles in one." It is the standard "kind-that-I-have-always-used" articles that are steady sellers. I do not mean to convey the thought that all novelties are poor—there are lots of them that have real merit, but as a general rule, they are pretty good things to let alone.

How many times do you have a customer ask for 5 cents' worth of nails, and upon asking him what size, answers, "Oh, a few about an inch long, then some about four, and you might as well put in a few of the little ones too." Sounds familiar? Oh, yes, that is one of the bothers of the 5-cent trade.

Get rid of that sort of bother. Have nails for this sort of trade done up in 5-cent packages containing a good assortment of all sizes. A clerk can put up these packages at odd times. You can sell assortments of screws the same way. By adopting the 5 and 10-cent package scheme you can exact the long profit, for you are not selling these by the pound, dozen or hundred, but by the package.

Small hardware staples such as screw eyes, hooks, staples, hasps, hinges, etc., play an important part in your 5 and 10-cent goods. For this class of trade, don't keep them on the shelf—put them on your tables and with good price tickets where they can be seen. The easier you can make it for the customer to buy the more customers you will have. Don't make them ask a dozen or so questions—have the goods where they can see them and have the prices where the customer will know



TABLE COMPLETED AND STOCKED WITH KITCHENWARE IN ACTUAL USE IN HARDWARE STORE.

how much the article is without asking. Many a person has bought just from seeing the price ticket.

The Amount of Profit

If you want to have the 5 and 10-cent store "lashed to the mast," as the boys say, you must sell close, figuring on small profits and quick "turn-overs." You can't get 10 cents for an article that costs you 6 cents and expect to have the "trust" on its knees, begging for mercy. Hardware merchants have stood still and watched the 5 and 10-cent store march off with a large-sized piece of their cake, simply because they, the hardware merchants, have a system of profit percentage.

Where your 5 and 10-cent sales are concerned you must forget all about this system. If on your regular goods you have a fixed selling scale of 25 to 40 per cent. gross profit, you'll have to make up your mind that you cannot make any such profit on 5 and 10-cent goods—that is if you want to get the best of the store with the red front.

One reason that the 5 and 10-cent store does such a volume of business is the fact that it is satisfied with small profits. Most of the leaders that it sells for 10 cents cost from 8 to 9 cents delivered. These articles are quick sellers and oftentimes the stock can be turned every month. So your profit from such goods is not so small after all.

A profit of 1 cent on a 10-cent article that can be turned twelve times a year means a yearly gross profit of 120 per cent. Stop and let that last thought sink in. It means that you are making a greater per cent. of gross profit on "hot sellers" by selling them at 10 per cent. above cost, than you make on a great many articles that net you 40 per cent. gross. No wonder that the chain stores are adding new links at every opportunity.

Of course there are many articles that carry a much larger percentage of profit. These articles help raise the average percentage of profit on your 5 and 10-cent goods. Don't expect too much in the way of profits if you want to give the 5 and 10-cent store a run for its money. Make this department of your store an advertisement and as the sales increase in this department so will sales in the other part of your store.

The Hardwareman's Advantages

Don't think for a minute that all the advantages are with the 5 and 10-cent store. They are not. You, Mr. Hardwareman, have one "Big Stick" in your hands and it is up to you to use it as a club. The 5 and 10-cent stores that belong to the "system" cannot advertise—you can. They can only sell the pepole that pass their store or people who come to their store for some specific article. You can draw trade that never sees your store by creating a desire through advertising. By systematic advertising of 5 and 10-cent goods you can hit the 5 and 10-cent stores in such a way that they can't get back at you. It's the weak link in their armor.

Herewith are three sample ads. that are aimed to get 5 and 10-cent business. They can be modified to suit your local conditions. It is not necessary that you run large space in the papers for these kinds of ads., 6 to 10 in. will be sufficient.

You have another great advantage over the 5 and 10-cent store, and that is that you carry goods of higher price. Sounds funny, but it's true. A customer of a 5 and 10-cent store must take what is offered or go elsewhere. If the quality is lower than is wanted the 5 and 10-cent store must lose that sale, while you are in a position to sell an article of higher price.

Take for instance a customer who buys a 10-cent hammer of a 5 and 10-cent store and on getting home finds it to be of too poor a quality. She has the privilege of returning it and getting her money back and the store loses the 10 cents. In your case if the hammen were returned you could sell a higher priced one, at the same time explaining the fact that a good hammer costs more than 10 cents. You have exacted more profit, while the 5 and 10-cent store has lost a sale and perhaps a customer.

You have many opportunities of raising a sale—the 5 and 10-cent store has to sell what it already has.

Then, too, the 5 and 10-cent store buys nothing to sell for more than 10 cents. You buy goods to sell for 15 and 20 cents. You have some stickers, every merchant has; you can afford to put a 15 or 25-cent sticker on your 10-cent counter to get rid of it, rather than keep it indefinitely. The 5 and 10-cent store has no advantage of this sort. It can never, except in special sales, offer more than 10 cents' worth of value for a dime.

To sum it all up:
Use your brains;
Use your windows;
Buy what the people want;
Sell close;
Advertise.

And you'll overcome the "underhand" methods of the 5 and 10-cent store.

STOP KICKING YOUR TOWN AROUND

There is profound wisdom in the following verse. This is good gospel to preach in your own town.

In every town some folks keep a houn' around,
And every time strangers come to town—
Some folks go to kicking the town around.
It's even worse'n kickin' a houn' aroun'.
Stop your kickin', be hopeful and profoun';
It's a mighty poor way to build up a town—
To keep kickin' public interest aroun',
But, like others, we have a few old houn's
Who get at the stranger that comes to town—
Says the town's a houn', and kicks it aroun,.
If a houn's a houn', then a town's a town,
And can't build up if kicked aroun' and aroun'.
You have a right to kick your own houn',
But it hurts us all if you kick your town.
Now let's pull together for the good home town,
And stop kickin' our town aroun',
Tho' the town, if a myth'll make no soun',
If you don't stop kickin' we'll get no strangers in town.

LOST PROFITS FROM SHORT WEIGHTS

A manufacturer of sash cord calls the attention of retail distributors to an example of the unknown losses he suffered because of short weights.

He says: "If a dozen hanks of full weight sash cord were sold over your counter, you know absolutely that you made the percentage of profit you expected. In the case of sash cord sold at the customary gross weight the weight of the burlap covering is from three to four pounds and more to the bale. Furthermore, it is seldom realized that the paper and twine around a dozen packages of sash cord weigh from 12 ounces to one pound each. If not weigh it and be convinced.

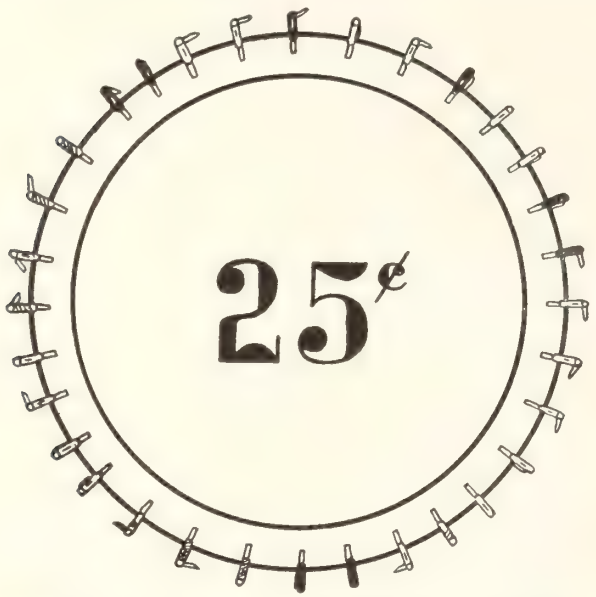
"At the end of the year you do not understand why you did not make the profits which you calculated upon and thought sure you would get.

"Apply the above reasoning to all other articles you sell and get down to actual facts. If you do your profits will be as anticipated and expected; otherwise not."

Getting After the Christmas Holiday Trade

A few days more and Christmas shopping will be at its height. In the natural course of events you will get a portion of this trade; but you should and can get much more of it if you go after it energetically and methodically.

Hardware merchants have been prone to lay back and let department and other stores monopolize the holiday trade, selling the very goods to be found in



Centrepiece for window display of pocket knives—Wooden rim with cardboard centre. In Martin, Finlayson & Mather hardware store, Vancouver.

every well kept hardware stock, and reaping a handsome profit therefrom. The trouble has been that the hardware men lacked initiative, while their competitors were quick to take advantage of their opportunities.

If you ever found yourself confronted by the task of purchasing gifts—and who among us ever escaped that ordeal—you know how welcome suggestions proved. Herein lies the big half of salesmanship, and it is particularly true at the season which is approaching, for then the troubles of the gift-buyer are multiplied, as it is a case not of an individual but entire families and circles of friends.

Suggestion is the one string upon which the progressive merchant plays most steadily in marketing his wares. The value of an idea was never more forcibly illustrated than in the case of the man or woman who, floundering around helplessly in quest of something suitable for a present, grabs at a suggestion with all the avidity of a drowning man clutching a straw. How much are you doing to help them out, and at the same time increase your profits?

"But how am I to do this?"

That is a natural question, and one that is puzzling many a bright mind.

Nothing easier.

If you could reach the ear of every person in your town who contemplated buying Christmas goods it would be a simple matter to tell them all about your line. Inasmuch as this cannot be done, you must choose the next best course. If you cannot reach every ear you can at least reach every eye that passes your place of business. Utilize your window space for a display of wares suitable for holiday gifts. Arrange them attractively. If you can place with them a card or two, neatly lettered, containing some bright reference to the season, so much the better.

But get the goods out in sight, whatever else you may do.

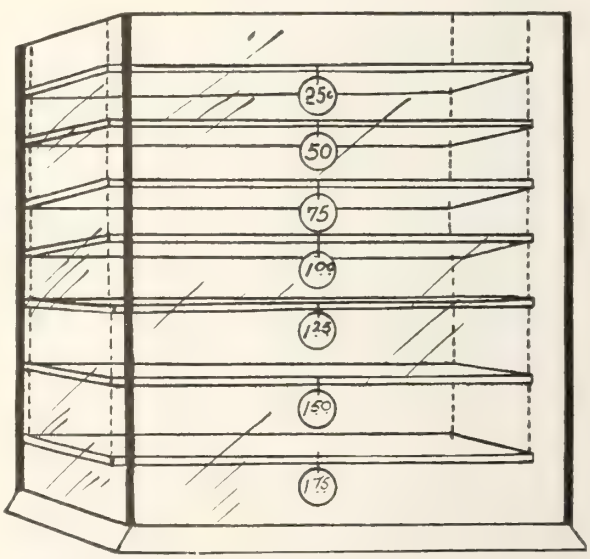
The kitchen that cannot stand some new equipment has yet to be discovered. Cooking utensils are constantly being discarded, and new things are coming in that prove more desirable. Here is one of your opportunities.

Devote a show window to a display of utensils. If you can equip a model kitchen you will have an exhibit worth while. It will take little effort and no outlay of money, for you should have all the necessaries. A range on which is an aluminum cooking outfit all ready for business; a roaster in the oven; a kitchen cabinet with its complement of glass or tin, coffee, tea and spice jars, and the other little conveniences so dear to the heart of the particular housewife, will arrest attention every time. And the nearer the approach to the model kitchen in every detail the better the effect produced on the mind of the passerby.

If you cannot go into such an elaborate display, or do not care to, there are simpler means of attracting attention that are just as effective in their way. Take the aluminum cooking utensils alone and arrange them so they will show to advantage. There is sufficient diversity so that a good arrangement is possible.

And don't forget in some manner to make it plain that these are Christmas suggestions.

Carving sets are always acceptable both in the kitchen and the dining-room. Kitchen cutlery that is serviceable—knives that will cut more than one slice of meat without turning their edge—is never out of place. Coffee percolators, teapots, tea kettles, coffee



Display case for Christmas presents, price-grouped, in Western Canadian hardware store.

pots for those who prefer the old method—not the granite or tin kind, but nickel or copper that would be an ornament to any kitchen, lend themselves readily to display purposes.

A dining-room table all ready for the guests never fails to make a hit. Equip the table with spotless linen, shiny silver, place on it a casserole, a baking dish, a percolator and other articles that are not only serviceable but ornamental, and you are suggesting to the average looker gifts of which he had never thought.



An unique display of scissors. Note a pair of scissors attached to each figure of Santa Claus. The setting of the display was supplied by the Robeson Cutlery Co., Rochester

Watches, silverware, pocket knives, thermos bottles, safety razors, carpet sweepers, air guns, skates, sleds —the list of articles suitable for Christmas gifts is practically unlimited. Once you get started you will experience difficulty in knowing where to stop.

You will find all these things stocked by the department stores and featured as suitable for Christmas gifts. If you want a profitable slice of this business all you have to do is to go after it in wide-awake fashion.

HINTS FOR HOLIDAY HARDWARE TRADE

By Arthur E. Towne

The hardware merchant who does not go after Christmas trade is going to wake up some day and find that he has missed something.

This is no reason for the merchant to hide his light under a bushel; he should advertise liberally, for ads good and ads commonplace attract attention now as they do not at any other season of the year. Ordinarily, you feel that you must make use of an electro, a catchy phrase or some typographical stunt to draw attention to your ad. Now people are reading your ads to see if you have anything they want; it has become interesting news.

Window and Store Displays

Not much extra newspaper space is required. The show windows of your store may be even more resultful. While the interior arrangement of your store and your display of holiday goods are vastly important, the deportment of clerks, if it is of the right sort, has great drawing power. The hardware merchant is inclined to think his line of goods does not appeal particularly to the Christmas shopper, so does not make any special effort to draw that trade. This is a mistake. Rummage through most any hardware store, a good lot of articles can be purchased which, if properly displayed, will draw the shopper. I know it is going against old customs to make the extra effort required, but it will pay. First get into harmony with the spirit of the season and then get up your store in holiday attire. You have put yourself in sympathy with the shopper.

As to the holiday stock, you can, if you wish, simply push to the front such goods as seem to you appropriate, such as silverware, pocket cutlery, carving sets, chafing dishes, scissors in separate cases and in sets, bread mixers, food choppers, razors of all kinds, five o'clock teas, nickel-plated ware, etc. A great many people pride themselves on giving only useful presents. This class of people are going to be interested in your stock if you attract their attention. Many hardware stores carry also air guns, sleds, skates and other sporting and athletic goods. These will usually suffice to attract the young people.

Special Lines

So far I have namely only such goods as can be found in most hardware stores; besides this we have the wide field of fancy goods to draw from, and out of that can select innumerable articles that are not out of place in our house-furnishing departments. Nickel and decorated lamps, if they show good taste, are appropriate and will be good sellers; to these may be added such fancy china as berry sets, salad dishes, chocolate sets, ice-cream sets, vases, steins, etc.

Christmas Toys

Toys may be handled profitably and are as much in place in the hardware store as in the dry goods, drug or house-furnishing stores. They are, however, a difficult proposition to handle; for hundreds of articles are classified under that one short word of four letters. The best way to buy Christmas toys is to go to market and there make your selections, and it is a good idea to make up your mind how much you wish to invest in these goods. You will see so many things that look like good sellers that unless you confine your purchases within the limits of a stated sum you are liable to give an order representing an investment of startling proportions.

Then, too, it is well to bear in mind that the season for toys is the two or three weeks preceding the holidays. If there are any left over you will have to carry them over until the next year. But they are trade getters; display them and you at once throw the youngsters into a furore of excitement and they will interest their parents in your store as it would be impossible to do by any other means.

TRAINING THE HOLIDAY SALES FORCE

Show much—tell little.

That's the recipe for the merchant who would train new help for his Christmas rush, says Butler Way.

One easily-remembered, workable rule is worth a peck of regulations. Load down your novices with the latter and they'll forget all the others in the endeavor to pick out the one to fit a momentary need.

Show them much—tell them little.

Teach the geography of your store. Show where every item of every line is kept. Point out the resting-place of every kind of merchandise until the "new hand" can instantly respond to a request for this or that item. Prevent the confusion that always results when new help interrupts old help, in the midst of a sale, by a question about the location of certain merchandise.

If you do nothing else, make a "store index" out of every new clerk, so that a customer unfamiliar with your stock arrangement may get instant attention and information.

Do not pay wages to anyone who is merely a question-asker and trouble-maker, unless you're willing to spend money for someone to interfere with the efficiency of efficient helpers.

First of all, see that your new clerks know where the goods are.

Price tickets will solve many of your hardest new help problems. Place the cards on every item, and you won't have to waste patience and gray matter expounding a system of secret price marks, which, nine times out of ten, are forgotten as soon as learned. Price ticket your goods and you'll need fewer clerks to sell them.

Teach the mystery of wrapping and tying. Show how to save paper, twine and time. Teach the method required by each different kind of goods. Explain the difference between a package of drygoods and one of toys. Demonstrate each way of wrapping until the new help can wrap and tie quickly and securely. Some merchandise needs but a single fold; others must be double wrapped. Some bundles take doubled twine; others need but a single loop.

Give each new clerk a clear idea of the lines that will need the most pressure during the holiday rush, and be sure to specifiy all the goods that should be sold.

Unless you take this precaution, you're apt to see the easily-sold lines slighted in favor of those that are expensive to sell during the Christmas season. When your trade seeks certain kinds of merchandise it is hardly wise to try to force essentially different goods upon them.

If you run to toys, you may expect many children, both buyers and lookers to visit your store and to create a problem for your clerks. There is never a time when the little folk should be slighted, but at this particular season, your immediate success or failure may depend upon the manner in which you cater to this element of your trade.

See that every one of your helpers is impressed with the idea that he is temporarily a "Servant to Their Majesties, the American Boy and Girl."

Some complaints are sure to arise and your new assistants should know how to receive them. The surest, safest rule is this: "Treat the customer as if she were wholly right and the store wholly wrong."

Do this and you'll find anger easily pacified, and kickers readily squelched. Calm acquiescence is the best sort of oil to pour on the troubled waters of a "complainer's" dissatisfaction. Anger and vexation soon die when they find no opposition.

If the volume of your sales warrant it, give a bonus to all clerks, based upon the number of sales they make. This method will be a sure business stimulator, and will tend to make your help sell more than is asked for by the customer.

Finally, let the hope of a permanent position spur the new ones to greater efforts. Assure each one that exceptional industry and capacity may lead to a steady position, and that the store's future relation to its employees will depend upon the record made during holiday rush.

Don't forget that few people, particularly temporary employees, care to give something for nothing, and that the surest way to get value received in labor is to give value received in wages, chances for advancement and fairness.

CATCHING THE CHILDREN

A hardware dealer in a moderate-sized town worked successfully, a few years ago, a scheme to catch the trade of the children. He announced in the newspapers that Santa Claus would arrive on a certain day and



Christmas window display of table metal ware made by the Rochester Stamping Co., Rochester.

train and make his headquarters at the store. He at the same time announced, as follows, that a toy contest would be inaugurated:

Toy Contest

This ticket entitles the bearer to one vote for the most popular child in —— and vicinity. The one receiving the greatest number of votes will be entitled to a large mechanical toy shown in our show window. Contest to be decided December 24th at 10 p.m.

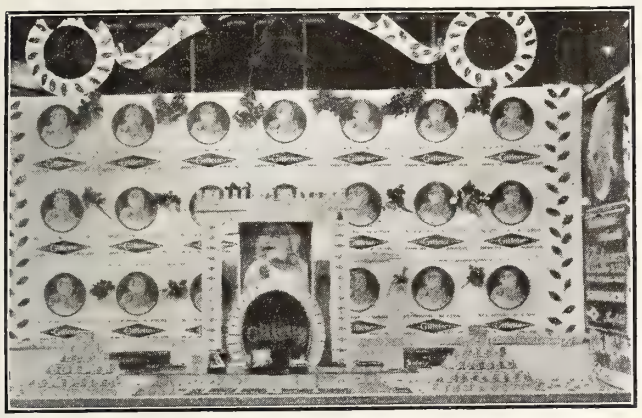
Name in full .....

Address .....

A CHECK FOR GOOD WISHES

A hardware dealer in a Pennsylvania town last year issued a neat folder containing Christmas greetings, included in which was a check for good wishes. The opening paragraphs of the folder read:

We have appreciated your patronage during the past year and wish to thank you and your family for the many courtesies extended to us,



Christmas window display of safety razors.

and trust that our pleasant relations will continue in the future as in the past.

We are herewith enclosing a check payable to you, and hope that you will use the same to good advantage. As the holiday season draws near your mind naturally turns to the subject of Christmas presents, and we wish to inform you that you can find toys and presents enough right here to make glad the hearts of those dear folks without the jostle and jam of the Christmas crowds. We have many sensible gifts for grown-ups.

SUGGESTED LISTS FOR CHRISTMAS ADS.

Following is a suggested list of goods to be advertised for presents for the Christmas holiday season. Some of them at any rate can be sub-divided under headings for father, mother, brother, sister, etc. This list might also be printed and hung up in the store and pasted under the tops of glass show cases.

Air Rifles
Alarm Clocks
Alcohol Stoves
Aluminum Ware
Andirons
Athletic Goods
Automobiles
Baby Carriages
Baby Spoons
Baby Sleighs
Baking Dishes
Baseball Goods
Basket Balls
Bathroom Fixtures
Bean Pots
Bicycles
Bird Cages
Boxing Gloves
Bracket Saws
Bread Boards
Bread Boxes
Bread Mixers
Bread Trays
Building Blocks
Cake Boxes
Cake Mixers
Candlesticks
Carpet Sweepers
Carving Sets
Casseroles
Chafing Dishes
Child's Sets
China Dishes
Xmas Tree Holders
Coal Vases
Coffee Machines
College Pennants
Copper Trays
Cork Screws
Cowboy Suits
Crumb Trays
Cut Glass
Cutlery Cases
Dog Collars
Doll Carriages
Doll Hammocks
Drums
Dumb Bells
Electrical Toys
Electric Flash Lights
Enamel Ware
Exercisers
Express Wagons
Family Scales
Fancy Baskets
Fancy Trays
Fern Dishes
Fire Dogs
Fire Engines
Fireless Cookers
Fireplace Sets
Fishing Reels
Fishing Rods
Fishing Tackle
5 o'clock Tea Sets
Flying Machines
Food Choppers
Footballs
Fruit Knives
Game Bags
Game Shears
Glass Churns
Golf Clubs
Gravy Boats
Gravy Ladles
Guns
Gun Cases
Hockey Sticks
Horse Blankets
Hunting Coats
Hunting Flasks
Ice Cream Freezers
Indian Clubs
Jardinieres
Jack Knives
Jerseys
Kitchen Sets
Lamp Shades
Lather Brushes
Leather Goods
Leggings
Lunch Boxes
Magic Lanterns
Manicure Sets
Match Safes
Meat Forks
Mechanical Toys
Mirroscopes
Nail Clippers
Nickel Ware
Nut Crackers
Nut Picks
Oak Bellows
Oil Heaters
Oil Stoves
Ordinary Razors
Pen Knives
Percolators
Plated Ware
Playground Tents
Pocket Flasks
Portable Lamps
Postal Scales
Post Card Projectors
Poultry Shears
Razor Strops
Refrigerators
Revolvers
Rifles
Ring Toss
Roasters
Rocking Horses
Roller Skates
Sad Irons
Safety Razors
Sandwich Trays
Scissors
Scissors Sets
Scroll Saws
Serving Trays
Sewing Machines
Shaving Brushes
Shaving Mirrors
Shaving Sets
Shovel and Tongs
Skates
Skis
Sleds
Spark Guards
Steak Planks
Steam Cookers
Steam Engines
Striking Bags
Sweaters
Table Knives
Table Mats
Table Spoons
Tea and Coffee Pots
Tea Kettles
Tea Spoons
Tennis Rackets
Thermometers
Thermos Bottles
Toboggans
Tool Chests
Toy Wagons
Tricycles
Vacuum Cleaners
Velocipedes
Watches
Watch Chains
Watch Fobs
Wheelbarrows
Wood Baskets
Work Benches
Wringers

Window and Newspaper Advertising

MAKE SPECIAL CHRISTMAS DISPLAYS

Just before Christmas the window is given greater attention by every class of merchants than at any other time of the year, and there is little doubt but that a well trimmed window at this season will produce greater results than at any other time of the year. However, the hardwareman, or other merchant, acknowledges his belief in good window trims when he takes the time and spends money in making an attractive holiday display. On the other hand, the majority of them will sadly neglect the window for the next six months.

People are looking for things to buy at Christmas time, which makes the results of a window display pay greater at that time, but it still proves the power of the window display as a sales help.

Any hardwareman who trims a holiday display and lets his window remain untrimmed the rest of the year, or slightly trims it, is not a logical business man; he is not consistent in his business system. The merchant who has done this same thing many times should think it over and realize how foolish his argument stands when he says "window trimming is all right, but not for my business," or, "I haven't time to fix it up."

Every store where goods are sold must agree that there is no greater advertisement for the store than a neat window display. It is the "reason why" argument and will convince where the same argument set forth in a type ad will not.

If your advertisement in the newspaper read "the best goods sold in town," and your window display was shabby and dirty in appearance, the value of your newspaper ad would be destroyed.

Window display advertising can sell goods directly, which is one of the best proofs that it pays. It also backs up other advertising and puts the goods that are advertised in other ways before the public eye.

Every retail hardwareman should seriously consider the window display before thinking of using other advertising methods, for without attractive window advertising the value of other advertising is lessened.

It is not every retail dealer who can afford to spend large sums of money on window displays, but every hardwareman can make neat displays in his window every few weeks from the cost of his own efforts only. Like every other work, a certain amount of head work is needed in window trimming, and he who will stop to think will be able to put some very nice designs into his window at a very small cost.



Tasty window display of Christmas presents made by The Whitten Co., Bracebridge, Ont.

EFFECTIVE CHRISTMAS HARDWARE DISPLAY.

A meritorious example of window dressing which was trimmed by J. Gourdeau for the J. H. Ashdown Hardware Co., of Winnipeg, retail store. The windows of this store afforded a striking example of artistic setting. The background was composed of a white painted wooden trellis work over a ground of rich blue material. Access to the window space was afforded by portieres in the trellis work covered by carefully draped silk curtains in a pleasing shade of old gold. The floors of the windows were carpeted in some cases with white and in some with an olive green silk draping, sprays and trails of holly, imitation moss and crimson flowers were introduced by way of decoration, while seasonable display cards added another note of variety to the ensemble.

The lines displayed in the window were of a nature calculated to attract the holiday trade, one section of the window, facing Main street, was dedicated to Christmas miscellany, handsome brass electric light standard, silverware, jewelry, cut glass, sundries and an excellent selection of ornamental clocks were shown. These were all arranged in a manner which avoided overcrowding, and at the same time succeeded in exhibiting a wide range of articles. Another section was occupied with cases of cutlery and tables of silver. Some very handsome sets of the latter were shown, and their arrangement was in no way inferior to their quality. The various trays were removed from the cases and placed in such a manner that the entire contents of the various cases could be seen. Toilet requisites and leather goods filled the remaining section. A wide variety of useful gifts were shown in this window, including dressing and manicure sets, shaving outfits, traveling bags and other similar sundries. The window overlooking Bannatyne avenue exhibited a wide selection of toys. In this window, as in the others, the prevailing color scheme was blue and white, but in the latter instance it was developed differently. Blue arches supported on columns spanned the window, backing against a ground of white. The arrangement was more than a little artistic and served as an excellent ground for the display of the really excellent assortment of children's gifts which were exhibited.

MAKING A WINDOW TALK

The merchant who wishes to make his show window a business asset cannot trust to luck in decorating it.

The window that does business is the one that tells something to the passerby in a way that induces him to buy. To attain this end requires study, ingenuity and some originality.

The manner of appeal is at least four-fold. One style of window dressing has the effect of reminder. It calls attention, in a matter-of-fact way, to some seasonable line, so that one who is in need of such goods is reminded of the fact.

Another style makes its approach through the sense of beauty. Handsome decorative effects and pleasing color schemes invite attention, and one who pauses to admire may see some article that he requires .

A third method of approach is through the sense of curiosity. The "Hardware Locomotives" and "Hardware Millinery" are good illustrations. The unusual effect arouses one's curiosity and he stops to look. Then the ingenuity of the arrangement appeals to him, and he studies on it and, in so doing, runs across some article he desires, or the picture of an article is so fixed in one's mind, that the place where it can be bought quickly occurs to one, when the need for it arises.

A fourth method is often a variation of some one of the preceding, with this difference: the attention of the prospect is first drawn to the display; then he sees a subtle something about it which awakens the desire to buy, whether he needs to buy particularly or not.

We have seen a striking display of up-to-date turkey roasters, several of which contained what looked to be dressed turkeys, beautifully done and ready for the table; and that display certainly sold the goods. The appeal was pretty near irresistible to the hungry man or woman.

Again, we have seen a display of washing machines which, partly through the arrangement, and the suggestions of some cleverly written show cards, sets forth convincingly three salient points: the good work these machines would do, the rapidity with which they would work, and the ease of operation. This argument proved convincing to many a busy housekeeper.

A window display often used, and which seldom fails to work, is one which shows in a most attractive way what a transformation a certain varnish stain will make in the appearance of old furniture. We could multiply illustrations almost indefinitely, but this is sufficient to show how the desire to buy may be created.

WHERE LIGHT WASN'T NEEDED

A western merchant employed a unique method to help attract the attention of the people to big values in his windows.

The occasion was a nine-cent sale. Both windows were filled with 9-cent goods. In one window he hung a lighted lantern with a red globe. With this lantern was a card reading: "You do not need much light to see the big values in this window." In the other window he hung a lantern with a blue globe and with it a card reading: "You can see big bargains in this window by the light of a very small lantern."

A representative of one of the local newspapers, interested in the outcome of the new kind of advertising, stood across the street for an hour and watched. Out of the 107 people passing the windows during the hour, 105 stopped and looked. Many went into the store.

"I like to enter a store by being invited in by attractive window displays," said a customer. "I generally choose a store by the windows and I very seldom find that they misrepresent the quality of the store."

THE SMALL WINDOW

Even if your display window is small, it can be made an effective sales medium. I know of many small windows that bring more business than larger ones equally as well located. The explanation lies in the care given to them. One of the good features about the small window is that it does not take as much goods to fill it, and so a display can be confined to one line, where with a larger window this would not be possible—and one line displays are acknowledged as good business pullers.

Christmas Goods and How to Advertise Them

BY A. B. LEVER

There are more ways of advertising than through the newspapers, but there is no way that is so good. It has all others beaten a lap or two. It has been said that all advertising is good, but that some is better. I don't dissent from this view in the slightest. Circulars, direct letters, booklets and folders are all good, and in many instances should be used not as a substitute for newspaper advertising, but as supplementary thereto. The point I want to make is that newspaper advertising should not be shoved into a secondary position.

Newspaper advertising, besides giving publicity, gives character, without which no business man, or any article he advertises, is worth much.

With the Christmas holiday trade again to the forefront, the subject of advertising looms up, and larger than at any other time of the year. Even the business man who does little or no advertising during the preceding months of the year feels compelled, sometimes against his will, to use his local newspaper for a few weeks. He does it because the progressive men do it, just as some people go to church because they deem it respectable for them to do so.

As a matter of fact, advertising is an investment—and a paying investment at that. That is the reason that wide-awake business men advertise, and that is the reason that all should advertise.

In this issue I am reproducing some of the advertisements which dealers have had in their local papers. Some of them appeared in last year's papers and had a direct bearing on the Christmas trade. Others are from recent issues, but all deal with articles suitable for the holiday trade.

The advertisement of the McKinley Hardware Co. is both well written and well arranged. It was 4¼ by 5½ inches, and the amount of reading matter was well regulated to the space at the disposal of the firm. One of the strong features of this ad is the direct appeal it makes to the comfort and convenience of the housewife.

The second advertisement is a reproduction of that of Towne Hardware Co., Saratoga Springs, N.Y., and is given here because it is an exceptionally good one. Santa Claus is seen peeping garound the chimney at a little girl with an envelope in her hand addressed to Santa Claus. This, as well as the illustration at the bottom of the ad, would immediately arrest the attention of children. To draw attention to the fact that their stock of holiday goods "is practically unbroken," and that "We can still furnish any of the goods mentioned in our previous adds," is good advertising talk. The advertisement is a good one for Canadian hardwaremen to work upon.

The ad of Peden Bros., Victoria, is just a simple statement of fact. There is no attempt to get off finely turned sentences. It is an advertisement such as any sane, sensible man could write. But it is a good ad just the same. To draw attention to the fact that "Safety razors make useful Christmas presents," and to furnish a list of prices at which they can be bought, is good advertising. The original was 4½ by 3¾.

The feature of the Ashdown (Calgary) ad is of course its newsy feature. It appeals to all classes. There is something there for everyone. The announcement that a competent staff was on hand was a good touch. At a time when so many stores are overcrowded with customers such a reference is likely in itself to attract people. The original was 8¾ by 10¾.

Oil heaters is not a bad line to advertise during the holiday season. The ad of Thorne & Co., St. John, N.B., was 6½ by 4 inches, a suitable space for an announcement of this description. This particular ad was not, of course, specially designed for the Christmas trade, but it could be by a few changes. It is an ad which should sell goods.

W. F. McPherson's ad is another of those simple but effective Christmas holiday announcements. It is just the news of the store told in plain language without a waste of words. It was 4⅜ by 11¼ inches, and stood out well.

The "Tableware for Baby" ad, while not published by a hardware firm, can be easily adapted to one. Practically all that would be necessary would be to change the name of the advertiser. The ad was only 2¼ by 4½ inches, but it was quite conspicuous.

The advertisement of L. J. A. Surveyor, Montreal, deals with another good line for the holiday trade. It is a well arranged ad, although it would have been a little more attractive had the table of prices been indented a little on either side. The original was 4¼ by 3½.

PURPOSE IN ADVERTISING

Random advertising like random shooting in the woods, fails to bring down the game. Advertising—the real kind—is a continuous campaign closely related to salesmanship, and no business house would hire salesmen just for a day or a week.

Advertising is a steady drive for business. How to do it most intelligently is an important subject of consideration in every successful business.

Suggestions of great value often come from most unexpected sources. The man who prepares copy must ever be on the lookout for new ideas or his efforts will be commonplace or obsolete. The clever salesman is constantly looking for good points about his goods or new and attractive ways of presenting them, while the advertiser, who prepares the "salesmanship on paper," must do likewise.

Have a purpose in your advertising for the holiday trade.

BRIGHT SAYINGS FROM GOOD ADS

Quoting prices means nothing unless the values are behind them. and the only way to find out is to come and see.—A Western Dealer.

Do you realize we're getting close to Christmas time?

Last Thursday we threw open our Christmas displays and were gratified beyond measure at the reception that the buying public gave them.

Yet there are thousands of men and women who do not begin to realize that Christmas is only a few weeks away. We want you to realize it for your own sake as well as our own.

"The Christmas Rush" is something no one wants. It's a hard time for the store as well as the buying public, and it's unnecessary here because we are ready, completely ready, for Christmas business Now! When will you make a start?—Stanley Mills & Co., Limited, Hamilton.

Hurry Out Sale—Specials for Thursday and Friday

form the biggest cut price sale ever put on in your city. See these bargains if you are in need of good up-to-date goods.—Madill & Co., St. Catharines.

ADVERTISING A RETAIL BUSINESS

Where local advertising is concerned, the retailer has little or no trouble in making a selection. Newspaper-advertising rates are based in nearly every case upon so much per thousand circulation, and if there is more than one medium in your town, you will find enough good circulation in the other propositions to merit using them. It is a mistake to take it for granted that you are going to reach the entire buying public by confining your advertising to one particular paper, unless that paper is entirely without opposition, a condition seldom met with.

Small copy, sixty or seventy lines, single space, or fifty or sixty lines, double space, should suffice to tell your story. Whenever possible, illustrations and prices should be used. Large copy, of course, is in order, especially at holiday periods, when down-to-date retailers can exploit various articles of every-day use for men and women.

Good advertising will help establish your credit. Good advertising will not stoop to sharp practice or misrepresentations, because sooner or later the deception will be found out. No business that can not be exploited honestly can ever hope to be permanently successful. Good advertising thus will help build up your own character as well as your business.

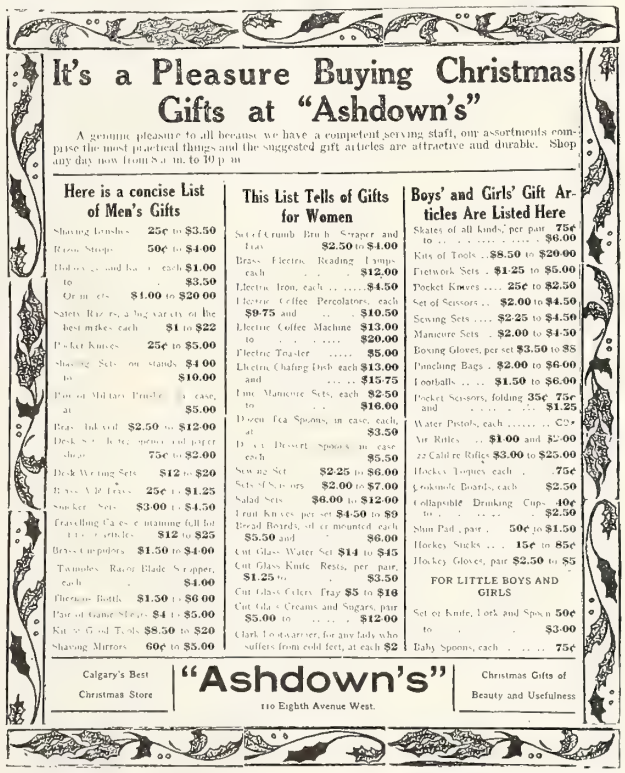
After all, advertising is only reputation, and can not show results in a day any more than an individual can show his true character in the same period. It is purely accumulative, and can only prove fruitful as we become acquainted with the proposition.

Do not look upon the money spent on advertising as a gamble. In the majority of advertisements, it is true that immediate results can not be observed; but when you plant seed of any kind, you certainly do not expect to see the fruits immediately spring up; it is necessary to wait a season, and, in the meantime, water and constantly guard the planting. When we see the amount spent by advertisers of known successes, both national and local, in the exploitation of their wares, it seems hardly necessary to add that consistent and persistent advertising will pay in the long run if the merchandise has merit.

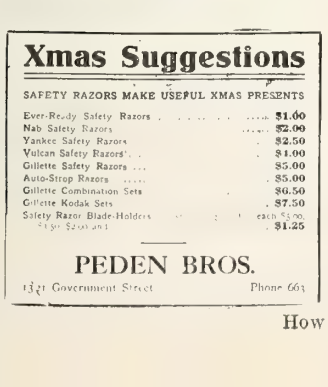
Firm believers in publicity, Creeper & Griffin, Ltd., Owen Sound, Ont., have contracted with their local newspaper to take a full page in every issue weekly for a year. It will be remembered that Creeper & Griffin are the originators of the annual hardware catalogue, put out by a number of Ontario hardware dealers. Their present step is thus a consistent one.





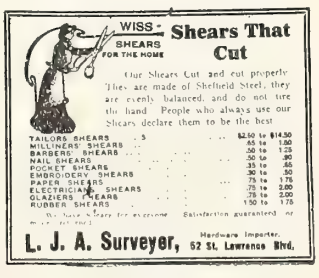












How some Canadian hardware dealers advertised holiday goods last Christmas season.



Mr. McGregor his wife, his son, his staff and his store.

Sold the Exhibit and Doubled His Sales

To sell practically the whole exhibit of stoves and furnaces as a result of a demonstration is a good stroke of business. Such was the good fortune of Jas. McGregor, of Oakville, when he conceived the idea of opening up his fall stove selling season by "letting the people know," and letting them know in the best possible way.

Taking the manufacturers into his confidence, he easily secured their co-operation. After that came the publicity—and that was given in divers ways—the rest was comparatively easy.

When Mr. McGregor ordered his season's stock of stoves he called for delivery on a certain day, just about the time when the days were shortening up and the people were beginning to think of the winter season ahead. For a couple of weeks leading up to delivery date he advertised a stove demonstration, both in the local newspaper and through posters on the fences on all roads running into Oakville. Hand bills, too, were utilized, so that when McGregor's "stove day" came round a great deal of interest was aroused, and not only the townspeople, but farmers from miles around drove into Oakville to see the stove show.

The carload of stoves and furnaces arrived on time, and a procession of thirteen large delivery wagons was required to move the stock. The wagons were tagged with large streamers on either side announcing the demonstration the following day, and also mentioning the telling points of the stoves. Headed by a band, which was carried in McGregor's own delivery auto, a parade of the principal streets of the town was made. This gave the demonstration added publicity, as did a cake baking contest, which brought out the women.

The day following the arrival of the stoves, one of the Gurney demonstrators was on hand to show the merits of the line, and, as Mr. McGregor has a separate store for his stoves, he was enabled to handle his customers with comfort. So carefully and well had he laid his plans that the store was crowded for the two days the demonstration lasted, and not only was the demonstrator and sales staff continually busy, but Mrs. McGregor, too, was pressed into service.

The cake baking contest was a great drawing card, thirty cakes being entered. Each entry was accompanied by a note giving the name of the stove and date of purchase, a cash prize of $10 bringing much interest into the contest, and three prominent ladies of the town acting as judges.

As to results—the whole exhibit was sold, both stoves and furnaces. In fact, Mr. McGregor's stove business this year will be about double that of last year.

In this demonstration idea is contained a lesson for other hardware and stove men, and it is this—some say the stove department is not profitable; but if this is so it is because it is not run right. Choose one line. Look over the stove lines offered, choose what you think the best line and confine your business to that one line. You will get better results. Handling one line, a hardware or stove dealer is enabled to know his line thoroughly, and is also enabled to run his stove department



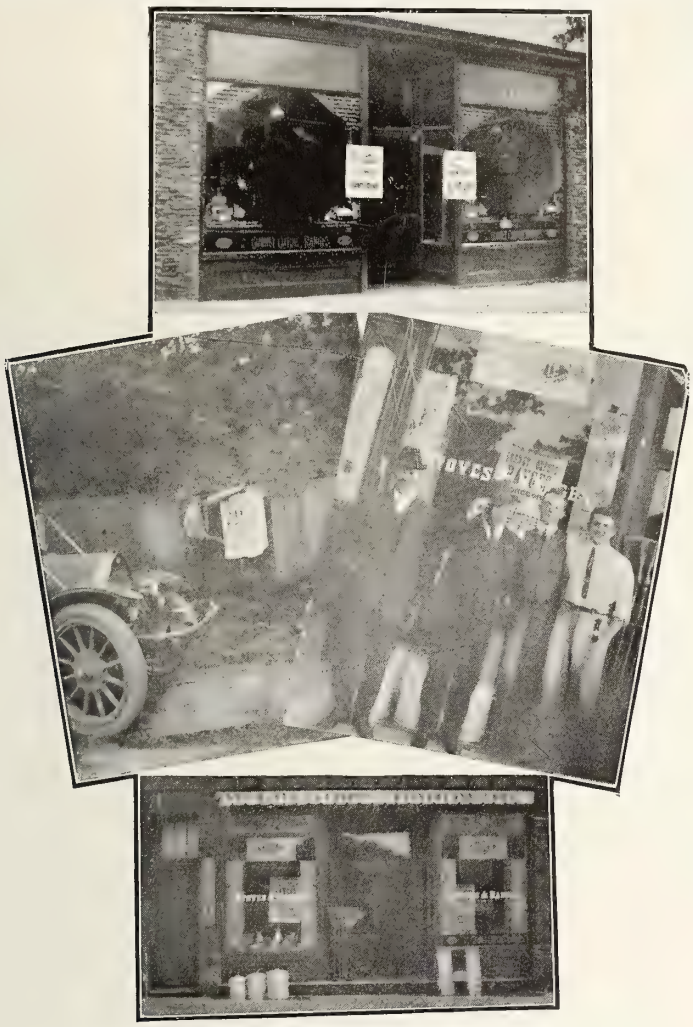
The procession of stoves and furnaces which helped boost the demonstration.

right. He will get co-operation from the maker as well, and this is of great benefit in these strongly competitive days.

There is a story told of a hardwareman in a thriving Ontario town, who sold forty stoves when he might have sold 200. He sold 40 stoves—10 each of the four different makes he handled. Another dealer started later on in the season with one line and sold 200; but that's another story.

STOVES IN SEPARATE STORE.

In the hardware business of Jas. N. McGregor, at Oakville, particular attention is paid to the selling of stoves, a separate department in an adjoining store being given over entirely to the stove and range stock. Roy McGregor, son of the proprietor, is in charge of



Top—Stove store show front. Centre, left—Announcing the demonstration. Centre, right—Mr. McGregor; W. Wrigley, manager of Canadian Hardware Journal; the demonstrator; and Roy McGregor. Bottom—Hardware store front.

this department, and he commenced his training by taking a course in scientific and practical stove making. In summer a showing is made of coal oil cookers, and at other periods seasonable lines are displayed. That it pays to make these suggestive displays is proven by the fact that last summer 100 coal oil stoves were sold from the floor.

STOVES AND TURKEYS

For ten days before Christmas last year, A. Welch & Son, stove dealers, Toronto, conducted a special stove sale. The firm advertised in all the city dailies that to each person who purchased a stove from $35 up, during the 10 days of the sale, they would deliver free, one turkey. Starting on the 13th, the offer was brought to a close the day before Christmas, and the birds were delivered Christmas Eve.

To further advertise the sale, a pen, consisting of pickets at the sides and wire on top, was built in the centre of the firm's large window and four or five live turkeys were left to strut around and scratch on the sawdust-covered floor. This attracted much attention and the sidewalk in front of the store was crowded day and night with interested spectators.

The top of the pen was littered with cotton batting, giving the appearance of snow, and the background consisted of a winter scene painted on canvas. This gave the display a decided holiday appearance.

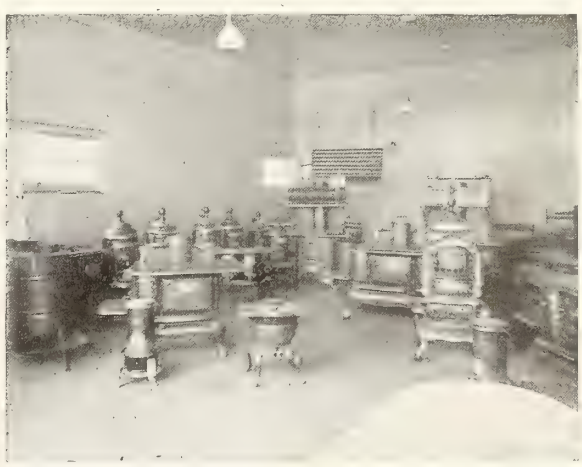
This was the first scheme of its kind ever tried by Welch & Son, and Mr. Welch, Sr., was highly pleased with the results obtained. Speaking of the affair, he said: "Undoubtedly it paid us. During the time the offer was on, our sales ranged from 17 to 23 per day. A turkey was not given with each one of these, however, the offer being on a certain make. I think this was remarkable for the season of the year. The stove business usually falls off at Xmas time. People need their money for gifts and other purposes. However, when people get something for nothing, they consider a proposition."

The turkeys given away were bought in large quantities in the country and a fairly low price was obtained. The birds weighed from 10 to 15 pounds each. The birds were picked out as they came, and in giving them away no discrimination was shown, i.e., a person who bought a $50 stove was not given a heavier one than one who only paid $35. If he did, it was not intentional.

This scheme offers suggestions for stunts along similar lines. Where something is offered free, attention is always aroused and sales are sure to result.

OTTAWA HARDWARE CHANGES HANDS

The hardware stock and the shop fittings and furniture of the Central Hardware Company, Ottawa, which passed into liquidation recently, was bought by H. B. Plaunt, an Ottawa hardware man, when it was offered at auction the other day. The hardware stock valued at $8,800 was bought at 46¾ cents on the dollar, and the fixtures and furniture, valued at $1,200, at 26 cents on the dollar. The plumbing material and machinery of the company were withdrawn from sale, the



Stove department of Jas. N. McGregor's hardware store at Oakville.

reserve bid not being reached. These were valued at $4,900.

H. B. Plaunt, who bought the property, will re-open the Sparks Street shop, with a complete line of hardware.

A man without ambition is like a bird without wings. He can never soar in the heights above, but must walk like a weakling, unnoticed with the crowd below.—Walter H. Cottingham.

Heating and Metal Working

Patterns for Compound Offset in Oblong Pipe

By F. S. Kidder in The Steel Metal Shop

An important factor in the solution of problems of this class lies in one's ability to locate the planes of intersection or miter lines between the several parts; and to so locate the object in space, in regard to the planes of projection, as to determine the true lengths of lines by their projections.

Two parallel right lines lie in one plane, and a third may be assumed as intersecting these, and lie in the same plane.

It will be noted that the axial lines of the several parts of this object fulfil the above conditions, therefore must be parallel to one plane. Since the dimensions of cross-section of the several parts are constant, all right lines upon their cylindrical surfaces must also be parallel to that plane.

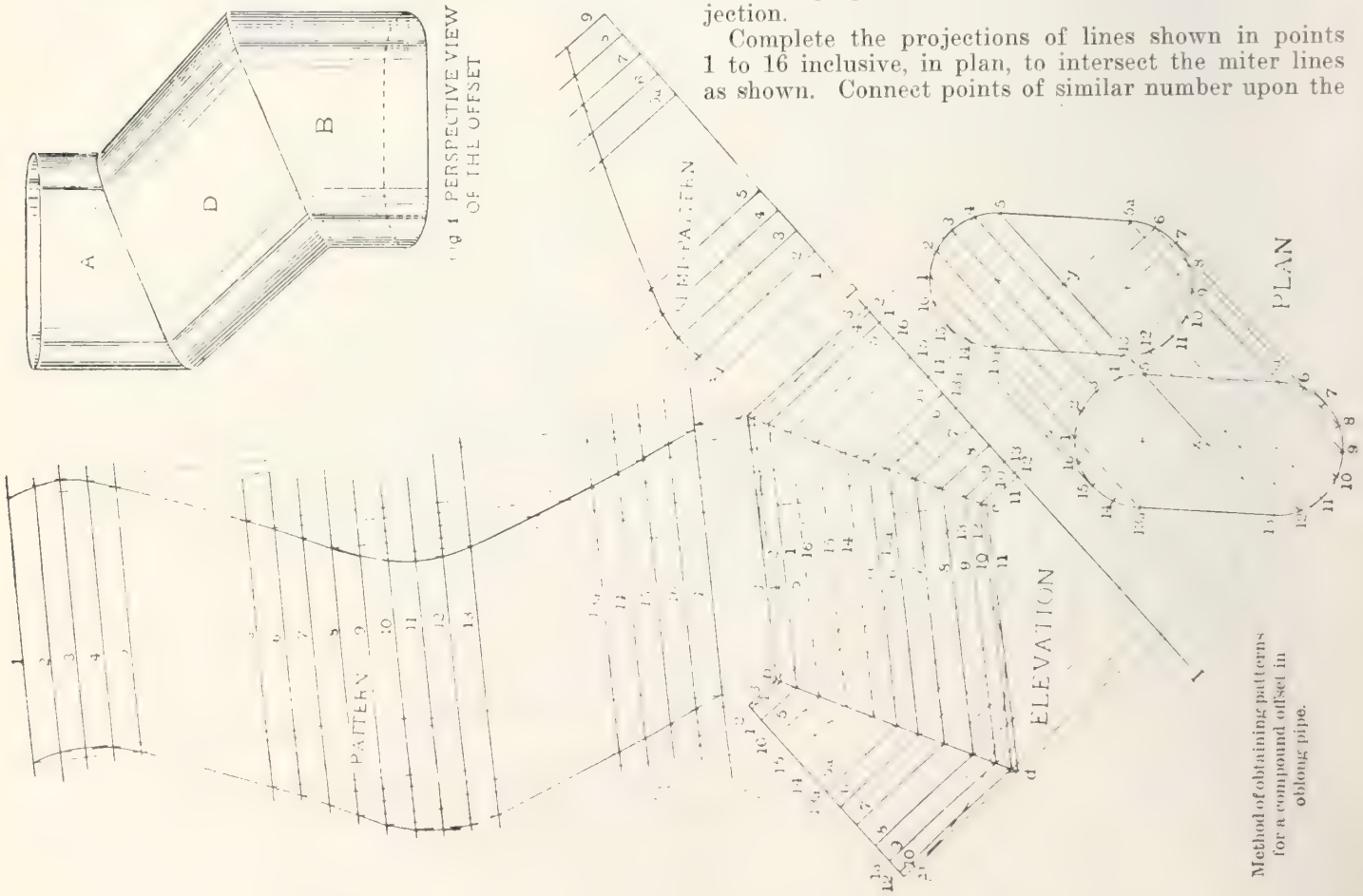
We proceed with the problem by drawing the oblong diagrams, shown in plan, to represent the end views of parts A and B of Fig. 1, in positions as demanded by the required offset, when viewed parallel to the axes of those parts. If points be located in the centre of each diagram as x and y, and a line drawn as x y, then a plan of all the axial lines has been completed. Since points x and y are the plans of lines which are perpendicular to the horizontal plane, those lines will be parallel to any vertical plane; however, as there is a third line (x y) to be considered, the vertical plane to which all will be parallel must be also parallel to line x y.

If a line be drawn parallel to x y, as I L, said line may be looked upon as the intersecting line between the horizontal and a vertical plane to which all right lines shown upon the cylindrical surfaces of the object will be parallel.

Upon dividing the oblong diagrams into parts, as shown by numbered points which are looked upon as the plans of lines, we may project lines 3 and 11 upon the vertical plane, of indefinite lengths. It will be noted that in this example points 3 and 11 are the exact points of tangency, when the tangent projectors are drawn perpendicularly to line I L. In some instances, however, this condition will not exist, in which case, to obtain the elevation, additional lines should be assumed at the exact points of tangency between projecting lines and arcs in plan. The lines of intersection, or miter lines, may now be located as with all other offsets or elbows, as shown in elevation, presuming we know the vertical distance within which the offset is to be accomplished, as between points b and c.

The lines of intersection, as b d, and e c, represent the planes of intersection between the several parts, and are perpendicular to the vertical plane of projection.

Complete the projections of lines shown in points 1 to 16 inclusive, in plan, to intersect the miter lines as shown. Connect points of similar number upon the



Method of obtaining patterns for a compound offset in oblong pipe.

upper and lower miter lines by right lines as shown, then will right lines presumed to be upon the surface of the oblique section shown at D, Fig. 1, and represented in plan, be in their true lengths. Since the several portions maintain the same form and size of cross-section, numbered points in plan furnish the true distance those lines are from each other, we may draw them upon the plane of development, and transfer their lengths as shown upon the pattern, thereby securing points through which the curved line is traced.

As the development of the miter lines upon the several parts show lines of the same curve, one may be developed and duplicated for the others.

SOLDER ON TIN ROOFING

A writer in The Metal Worker on the question of the amount of solder required in laying tin roofing says that a good deal depends upon whether the roof is of the flat or standing seam variety. "I have never," he says, "soldered the cross seams on a standing seam roof, for if a roof is so flat as to require that I think it is better to lay it with double seams. The sheets should be squared and notched before edging and should be laid one sheet at a time. No nails should be driven through the sheets. They should be fastened down with cleats. I prefer sheets 20 in x 28 in. in size and use three cleats on the side and two on the end of each sheet.

"When the tin is laid I use a mallet 1 in. thick and 5 in. wide to flatten the seams. Then I use a pair of 8 lb. soldering irons to float the solder well into the seams and do not care whether it takes 5 lbs. or 10 lbs. to the square so long as the seams are perfectly soldered. The solder should be of the best quality, half pure tin and half pure lead. I do not care to use solder made from old material. It will not stand the wear and tear of expansion. It will almost certainly crack if there are impurities like zinc in it. If good tin and good solder are used there will be no fear of cracked seams. That is if it is laid with cleats and the seams soldered as they ought to be. I assisted in fighting a fire some time ago and three of us stood on a tin roof after the sheathing had been burned out below it. What roof excepting a tin one could stand up under such a test?

Standing seam roofing is in a class by itself. To put it on right the seams should bes quared and edged $\frac{3}{8}$ to $\frac{1}{2}$ in. Then the sheets should be put together straight and true and the side seams turned. About four cleats should be used to a sheet. The seams should be soldered at gutters and so also should the ends of standing seams, but never cross seams. I find that when I take off a standing seam roof that the seams are full of paint that has never quite hardened. This always prevents them leaking. All tinners who have a real interest in their business should get together and advocate good work. A tin roof is the best that can be had, it is fire-proof, dust-proof, snow and rain-proof. It is also fool proof if it is put on right."

FURNACES

FURNACE CAPACITIES AND PIPE SIZES

The capacity of a furnace can be determined by calculating the open space through which the air can rise in passing through the furnace at the point where there is least opening. The area of this space in square inches will be the area of the warm air pipes which the air will fill and will be the area of the cold air supply which should be used in connection with it. No more air can get into the furnace than can pass through this space and it is apparent that no more air can get out of it than the amount that gets in. While the expansion of the air by heating it is not overlooked it stands to reason that the space referred to must control the amount of expanded air passing into the warm aid ducts. So far as the warm air is concerned it is possible that in many instances with furnaces of cheap construction, little fire travel and small heating surface, this open space will be larger than in better constructed furnaces and consequently the area of the warm air pipes which such furnaces will supply should be reduced 25 to 40 per cent.

To give some better guide to the beginner I would say that the capacity of a furnace of good construction having a deep firepot, a combustion chamber over it and above that a dome into which the smoke rises and then passes through an opening at one side or the other into a circular radiator around which it has to pass before it escapes to the chimney, may be reckoned in accordance with the accompanying table.

Table of Furnace Capacities

Diameter of fire-pot, in.	Diameter of casings, in.	Area of warm-air pipes, sq. in.
17	36	200
19	40	300
22	44	350
25	48	450
27	52	550
30	55	700
32	60	900
34	65	1012

If pipes are small and there are several of them, the furnace is more likely to fill them all full than if there are a few pipes and they are of large diameter. One large pipe directly over the top of the furnace, as it might be set in a church or other building, could be cut from one-half to one-third of the area given. The furnace should have a firepot of sufficient depth to carry a good body of fuel.

Furnaces constructed to expose a large amount of surface by different means and to give a longer fire travel will do their work more economically and with less forcing. Many men depend on the manufacturer's rating to get at the capacity of the furnaces and do not enter into any computations for themselves or make comparisons of the merits of different constructions to give different ratings to different furnaces of the same diameter of casing or firepot. This is not the best way to become a thoroughly competent furnaceman.

Determining Warm-Air Pipe Sizes

There is just as much need of care in understanding the different rules for determining the right size for the warm-air pipe and in applying the rules to the conditions to be met. Some men compute the contents of the room to be heated and divide it by 25 or 30 for first-floor rooms and by 30 or 35 for second-floor rooms, regardless of its location, the length of the warm air pipe, the furnace to the register or riser, or the exposure to the north, south, east or west as the case may be. The result is the area of the warm air pipe to be used.

Many men do not realize that the amount of wall and glass surface exposed in a room exerts a more positive bearing on the needs than does the mere cubic contents alone. A room with two or three sides exposed will cool much more air and consequently require much more warm air brought into it than a

room which has three sides enclosed by other rooms and but one side exposed to the outdoor atmosphere.

Rules Which Will be Found Useful

One rule which I have found in an old catalogue is to divide the contents of a room on the first floor, having two sides exposed, by 20, with one side exposed, by 25; for second floor rooms with two sides exposed divide by 30, and with one side exposed, by 35; for the third floor, divide by 38, which will give the area of the warm air pipe and the nearest size pipe to that actually required should be used, and if the room has a northern or western exposure, a larger size pipe should be used by all means. Some men add 10 per cent. for north and west rooms.

Another rule is to give 1 sq. ft. of pipe area for every square foot of glass; 1 sq. in. for every 10 sq. ft. of outside wall and 1 sq. in. for every 100 cu. ft. of space. For second floor rooms, pipes may have 20 per cent. less area and for third floor rooms, 30 per cent. less area Those which are exposed to the north and west winds would have a 10 per cent. increase in area over those running to the south and east rooms.

When it is necessary to run the piping horizontally more than 15 ft. or there is occasion to make several elbows in it in order to reach the registers, the size of the pipe should be increased at least one size.—Metal Worker.

PLUMBING

WHY FROZEN PIPES BURST

George Rodger, vice-president of the Sheffield (England) Society of Engineers and Metallurgists, recently brought some interesting facts about the freezing of water before a meeting of the society. His remarks had a bearing on the problem of burst pipes, which perplexes the householder in the winter.

He showed that water contracts as its temperature is reduced from boiling point to 4 degrees Centigrade, which is equal to 39.1 Fahrenheit. Between that temperature and freezing point its bulk increases by about one ten-thousandth part. When it freezes it increases by 10 per cent., so that ten volumes of water would produce eleven volumes of ice. This sudden increase in bulk, he said, has led to a misconception as to how the freezing of water brings pressure to bear on the vessel containing it. If a large jugful of water were allowed to freeze, not solid, but partially, and if, after it had reached a certain stage, the top cake of ice were broken, so that the unfrozen water could be poured out, it would be found that the whole of the cavity remaining was crossed and recrossed in every direction by thin films of ice, which had formed in the bulk of the water. This showed that the crystallization took place in a direction normal to the bounding surfaces of the vessel, and it was evident that the mere forming of the crystals could not bring any strain to bear on the walls of the vessel. He exhibited test tubes, in which water had been frozen solid without the tubes sustaining any injury, the expansion of the ice having taken place in a lengthwise direction only.

Professor Vivian B. Lewes, lecturing recently at the Royal Institution, suggested that water pipes should be made oval in section. This showed, said Mr. Rodger, that he misapprehended the real action which takes place during freezing; indeed, all the authorities appeared to share the same delusion, from the "Encyclopaedia Britannica" downwards. What really happened was that when a pipe had become frozen in two places, forming two solid blocks with liquid water between, any further freezing simply displaced the unfrozen water and forced it into the confined space between the two stoppages. This process went on by the formation of individual crystals until a certain amount of liquid remained for which there was no room in the pipe, and the result was a rupture. Of course, as the water was freezing, there was no leak until a thaw occurred.

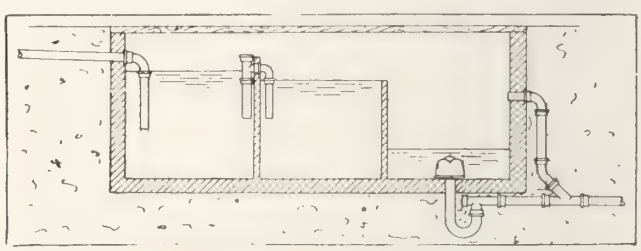
Another interesting point made by Mr. Rodger was that when water is compressed, for every atmosphere of pressure (14.7 lb. per square inch) the freezing point is lowered by .0075 of a degree Centigrade, so that it is quite possible that this compression of water, in a very strong pipe, may keep it from freezing until the pressure is released, and then the temperature of the whole having fallen below freezing, it may all freeze very quickly.

PROPERLY DESIGNED SEPTIC TANK

In answer to an inquirer in British Columbia, "Domestic Engineering" illustrates an excellent form of septic tank. The inlet pipe should dip down well into the tank. The reason of this is that when the tank has been in operation for a sufficient time, a thick scum or crust will form at the top, and as it is upon the under side of this that the bacteria perform their most effective work, precaution must be taken against disturbing this crust. Such an object can best be obtained by delivering the sewage at a point well below the under side of this top covering.

For the same reason, both ends of the overflow from the first into the second compartment, should extend well down, as seen in the illustration.

In the discharge, an ordinary outlet pipe should not be used. When the discharge is to be carried into an underground irrigating system of loose jointed tiling, to leech away and filter through the surrounding soil, as is so often done, it is necessary to so discharge the tank that all parts of the irrigating system will get its proportional part of the sewage to handle. In this



Properly designed septic tank.

process it is also vitally necessary that periods of rest be obtained between successive discharges, in order that the bacteria may obtain fresh supplies of oxygen, necessary to their existence.

The proper method of discharging into such an irrigating system, is by means of an automatic sewage siphon, such as shown in the illustration. An overflow pipe should also be used, as shown, to carry off the sewage in the event of stoppage.

B. C. HARDWARE PRESIDENT RESIGNS

Geo. Moscrip, Vancouver, has resigned as president of the British Columbia Hardware Association, as he is retiring from the hardware business, and Chas. Clarke, of Clarke Bros. & Venn, vice-president, will act as president for the remainder of the term.

Paint and Varnish Trades

PAINT STOCK UPSIDE DOWN

There is in Jacksonville, Fla., a hardware store where is carried a large stock of ready-to-use paint, but the principal feature of the method of stocking this paint is that every can of this immense stock of paint is upside down. This is not a temporary arrangement, but a permanent one. The reason given for carrying the stock in this manner is a good one: The store does a very large business in mixed paints. The proprietors do contract work, both interior and exterior. They, no doubt, turn and renew their stock oftener than the average merchant selling paint. If permitted to stand on the shelves even for sixty or ninety days, the pigment in the paint will settle to the bottom of the can, sometimes becoming very hard. Paint dealers, without exception, have, at times, a can, or maybe several cans of paint, returned to them with the complaint, that it is "not true to color," that it is "too thin," or it "does not cover well," etc., etc., all of which may be traced to the one source—lack of proper or thorough mixing. By turning the cans upside down, the pigment settles, of course, at the bottom of the can. When the can is turned right side up, and opened, the pigment being above the liquid, must of necessity be stirred very thoroughly before the paint can be used.

The Balfe Co., of Jacksonville, adopted this plan of inverting their paint stock several years ago, and complaints such as referred to above, are comparatively unknown. Almost without exception, every can of paint sold bears on the label plain, printed directions for using. The user is always advised to stir the contents of the can thoroughly. In spite of this warning, the paint is only partly stirred and an unjust complaint is registered. If all such dissatisfied customers would return the paint complained of, they could be shown that the fault was in not properly stirring the contents of the can. In many cases, however, this is not done. The user will become disgusted and will throw the paint away when the quantity is small, and try some other paint. For this reason it is hard to know just how many paint customers are lost in this way. It is just as easy to carry the stock upside down as it is to carry it right side up, and it might result in more satisfied customers.

It has been suggested that if all the cans were carried in this way the advertising effect would be lost, by reason of the fact that the labels could not be read. On the other hand, most people have a well developed bump of curiosity. Inability to read the label will frequently prompt the asking of questions, and, of course, this gives the salesman an opportunity to ascertain if the questioner is interested in paint. Getting people to ask questions often leads to business that would not have been otherwise secured.

S.W.P. ANNUAL SALESMEN'S CONVENTION

The annual convention of the Sherwin-Williams representatives and sales managers was held at the Montreal offices of the company, on Oct. 29-31. C. C. Ballantyne, the vice-president and managing director, welcomed the loyal Sherwin-Williams men to headquarters again, to prepare plans for a big year in 1914, and the president, W. H. Cottingham, followed with another enthusiastic speech. He also awarded the prizes to the winners of last year.

J. D. Barker, general superintendent, arranged a tour of the paint, varnish and linseed oil plants

Lunch was served at 12.30 each day in a special room decorated and fitted up for the purpose. Mr. Barker gave an illustrated lecture on Wednesday afternoon, showing by special lantern slides the details of manufacturing S.-W.P. W. S. Fallis, sales manager of the Western territories, conducted the session devoted to trades sales and shelf goods. A great deal of interesting and helpful points were brought up, and encouragement was given to make 1914 sales the largest yet. Thursday morning was devoted to this session also, and in the afternoon Mr. Thomas, the Toronto sales manager, took charge of the varnish session. Mr. George, superintendent of the varnish factory, gave an interesting lecture illustrating by lantern slides the process of making S.-W. varnishes. In the evening a most enjoyable banquet at the Hunt Club reflected the good will of Mr. Ballantyne; that it was appreciated by all could be seen when the time came to shake hands with him after it was over.

Mr. Misson, Montreal sales manager, took charge of the manufacturers' session on Friday, and stirred up a determination among the men to get more of this business. Shirley Newton illustrated a talk on the manufacture of dry colors and S.-W. new process arsenate of lead by actually making in a small way some of these products. L. R. Greene, advertising manager, gave a good talk on S.-W. insecticides. The last session was devoted to the advertising and promoting, of which Mr. Greene has charge. The men were shown all the new features and their new outfits, and by long applause showed their appreciation and approval of the results of Mr. Greene's efforts.

J. H. Gordon, treasurer of the company, gave the men some interesting figures, and said he looked forward to a wonderful increase in business during the next year. Mention was made of the new warehouse in Calgary, and also the new warehouse in Halifax. A new building is in course of construction in Montreal to take care of increased linseed oil business. Mr. Ballantyne closed the convention with words of appreciation and enthusiasm.

An impressive incident was the presentation to Fred Scott of a gold watch, which is given to each employee on completing his 25th year with the company. The watch was accompanied with an envelope containing a token of the president's personal regard. Mr. Cottingham spoke in glowing terms of the many years of faithful service, and Mr. Scott replied in a suitable manner, after the loud cheers had subsided.

RONUK, LTD., OPEN CANADIAN OFFICE

Ronuk, Ltd., Portslade, Brighton, Eng., makers of "Ronuk" sanitary polishes, have opened a Canadian office at 53 Yonge street, Toronto, and they are offering the Canadian hardware trade their various lines

including Ronuk sanitary polish and cleaner for woodwork, linoleum, parquet and stained flooring, enamelled portions of motor cars, etc.; Ronuk floor polish; Ronuk liquid floor polish; Ronuk floor polishing brushes; Apex liquid metal polish. The manufacturers of Ronuk have devoted special attention to the sanitary treatment of floors, and it is claimed that Ronuk finishes are composed largely of antiseptic materials, which possess the same germicidal properties as common disinfectants, but are without their disagreeable characters of smell and corrosive qualities.

CANADA PAINT CO.'S CONVENTION

The most interesting and successful convention of The Canada Paint Co.'s representatives and sales managers ever held, took place in Montreal, October 21-23, at the head office of the company. Frank discussion of all obstacles that the representatives found hindering their successful progress during the year's work, brought out very interesting and valuable pointers to aid especially the younger men in overcoming these problems.

The outstanding feature of the convention was the spirit of enthusiasm, which was aroused among all present when lantern views of the company's increased facilities were thrown on the screen. The development of the company during the past sixty years was part of Mr. Aird's interesting address. He referred to the old days when high grade prepared paints were almost unknown and showed that The Canada Paint Co. were pioneers in the manufacture of satisfactory finishes.

Among those who gave interesting talks on the various processes of manufacture were Wm. Bradley, who, accompanied by lantern slides, gave a very graphic description of the iron oxide mines of the company, at Red Mill, Que., and the various processes of treating the ore, to produce dry colors of uniform quality. Mr. George, the superintendent of the varnish factory, gave a comprehensive and interesting lecture on the manufacture of CP varnishes. He explained the views thrown on the canvas by the lantern and spoke of many important details which require great care and skill in ordler to produce varnishes that are always uniform in every respect.

The work of the advertising department was displayed and explained to the men by the advertising manager in a way which was not only helpful to them, but showed how they were backed up with a well equipped and active advertising department. Among other helps was pointed out the trade paper advertising done by the company, and it was shown how this assisted the representative in getting new business, and building up the old.

Mr. Aird, the general manager, predicted a very large increase for the business during the coming year and judging by the enthusiasm of everybody present at the convention and banquet at the Canada Club, it will surely be a poor year for all kinds of business if the Canada Paint Co. fail to do a larger business than ever before.

S.-W.P. PRODUCT PRICES REDUCED

The Sherwin-Williams Co., owing to more favorable costs, have reduced the selling prices of their paints and paint products as follows:

A five cent per gallon reduction is made on gloss white and china gloss white.

S.W.P. prepared flat white is down ten cents a gallon.

And a fifteen cent reduction is made on all colors, with the exception of whites, prepared inside varnish white, porch floor paint, and all colors of liquid flat tone.



Group of sales managers and salesmen of Canada Paint Co. at their recent Montreal convention.

MAKING CARBORUNDUM BY PICTURE

K. D. Rose, Canadian representative of the Carborundum Co., Niagara Falls, gave an educative and interesting stereopticon talk on the manufacture of carborundum to about 40 Toronto hardwaremen recently, in the Queen's Hotel, that city. By picture he took his visitors through the plant, showing the manufacture of the product from the furnace to the hardware store.

OFFICERS OF SIMONDS MFG. CO.

Alvan T. Simonds, president; C. F. Barfett, H. A. Sargent and T. F. Howarth, vice-presidents; G. K. Simonds, treasurer; H. K. Simonds, assistant treasurer; and J. E. Kelley, secretary, is the result of the selections made by the board of directors of the Simonds Mfg. Co., at a recent meeting at Fitchburg, Mass.

Canadian Hardware Manufacturers

Men who are helping to build up the manufacturing industries of Canada.

Born and bred in an atmosphere of paint, it is but natural that R. B. Johnson, of the Pinchin-Johnson Co., of Canada, Ltd., and one of the directors of the Canadian Hardware Manufacturers' Exhibitors' Asso., should take to the paint field as his commercial avocation in life. The Johnson family comes of old paint stock, Wm. Johnson, uncle of the subject of the present sketch, being one of the pioneers of the paint business in Canada, head of the old Wm. Johnson Paint Co.,



R. B. JOHNSON, of the Pinchin-Johnson Co. of Canada, Ltd., Toronto—director of C.H.M.E.A.

Toronto, afterwards purchased by the Canada Paint Co. Mr. Johnson's father has also spent his lifetime in the manufacturing and sale of paint.

Though still a young man, R. B. Johnson has himself had sixteen years of experience in the paint business, during which period he has occupied various positions, lately specializing upon the publicity and sales end, that have brought him into close and intimate contact with the trade.

Although his name is the same as that of the concern he represents, there is no blood relationship between principal and representative, Mr. Johnson having joined the Pinchin-Johnson Co. organization when they established their Canadian branch about four years ago, the company having been in the paint-making business in the old country for over 70 years.

Mr. Johnson is one of the original directors of the C.H.M.E.A. and enthusiastic regarding any plan that will bring the manufacturer and dealer closer together, as the working out of any such plan means resultant benefit to both. The best scheme so far devised is the annual exhibition and convention of hardwaremen, and because of this Mr. Johnson believes the idea back of it all is a splendid one—it makes the retailer and manufacturer acquainted; and it makes them see each other's viewpoint.

Through his own personal experience Mr. Johnson has found that these exhibitions and the various trips he has made throughout the country have developed an extensive and a happy connection.

With the passing years and the growth of the country trading customs are continually changing. In his uncle's time the dealers came "to market" once or twice a year, and the elder Johnson and other heads of industries knew personally and intimately his many customers. Since the market has gone to the dealer, however, through the commercial travelers, this personal connection has been largely lost, but occasions like these annual comings-together open the ways to more intimate acquaintanceship with its greater confidence in the manufacturers' goods and possibilities, for increased volume of trade.

* * *

An enthusiastic member of the C.H.M.E.A., and a strong believer in the "Made in Canada" principle, which that organization stands for, it is no wonder that John Billinghurst should have been chosen as a member of the advisory board of that body. He is an Englishman by birth, having been born in Brighton, Sussex, in 1865. He came to Canada in 1874.

Representing the Boeckh Bros. Co., Ltd., brush and broom makers, Toronto, Mr. Billinghurst is probably the oldest traveler in his line on the road to-day; and although a young man yet in years, being only 48, has had a wide experience in selling goods. There is hardly a traveler on the road to-day who is more conversant with the make of the goods he sells, having had a thorough training before he started to travel in the buying, selecting, and preparation of the bristles, and the manufacture of the different lines of brushes.

Mr. Billinghurst started to travel just 28 years ago, after his return from the North-west rebellion in 1885, having served with the Royal Grenadiers in F Service company. He has seen a good many changes in business during that time, likewise a great improvement in the manufacture of brushes, both in style, quality and finish, the Boeckh Bros. Co., Ltd., whom he represents, being one of the oldest firms in the brush business in Canada to-day.

Mr. Billinghurst is a strong friend of the exhibition idea, and thinks that any hardware merchant who



JOHN BILLINGHURST, of Boeckh Bros. Co., Ltd., Toronto—director of the C.H.M.E.A.

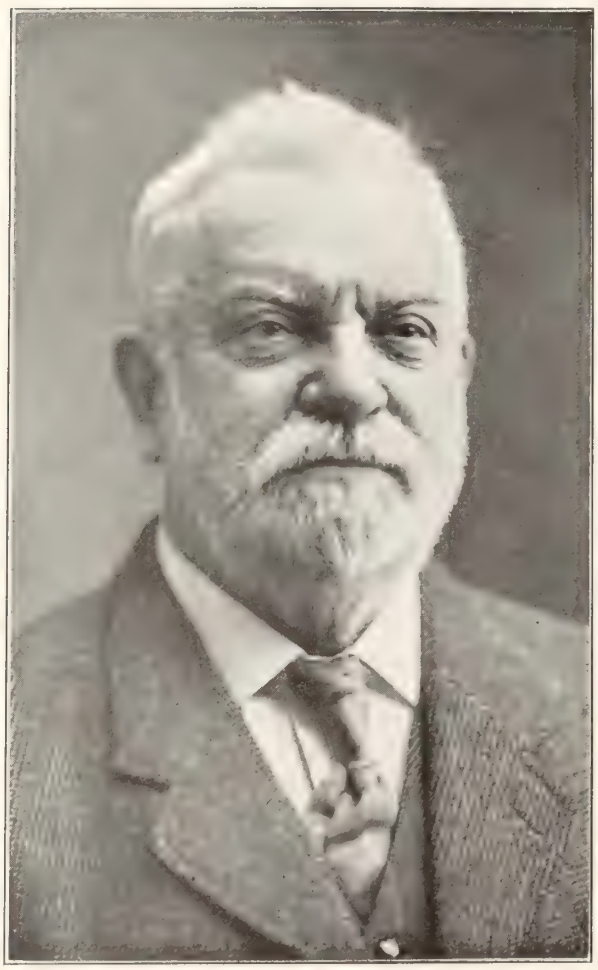
attends the coming exhibition to be held in Ottawa next February will be fully repaid for his trouble by picking up new ideas in how to display goods, and receiving inspiration from contact with travelers and exhibitors. He thinks, too, he will learn more of the newest goods on the market belonging to the hardware trade, and cultivate friendships which are pleasing and mutually beneficial between the customers and the traveler.

Passing of Dean of Canadian Hardware Trade

William Vallance, of Wood, Vallance & Co., Hamilton, and "dean" of the Canadian hardware trade, died at his home in Hamilton on Thursday, Nov. 27, after an ailment of a couple of weeks. In his passing away Hamilton lost one of its pioneer business men and one of its most widely known and highly esteemed citizens.

Mr. Vallance was known as one of the ablest business men in the hardware line in Canada. He was a man of keen judgment, and although he was thoroughly business at all times, he was most kindly in his disposition, and was esteemed in the highest degree by all who knew him.

He was a native of Dundas, and was born there in



The Late William Vallance.

1838. Two years later he moved with his parents to Hamilton, his father at that time being in the employ of the government. At the age of fifteen he entered the employ of the wholesale hardware firm of Bellhouse, Ireland & Company, with whom he remained seven years, until the firm went out of business. Mr. Vallance was offered a position by the late Senator A. T. Wood, who at that time was a partner with Mr. Carpenter, the firm later becoming Wood & Leggat. He retained his position as clerk for the firm until 1866, when he was promoted to the position of traveler for the firm. In those days there were no railroads to the north, and Mr. Vallance was compelled to do much of his traveling with horse and rig, his route being from Hamilton to Southampton, but even in spite of the difficulties under which he worked he made a success of his efforts.

About this time Hamilton enjoyed the distinction of being a commercial center by reason of its advantages of its being at the head of the lake, which made shipping by water easy. The building of the railroads and the Crimean war in 1854 created a business boom in Canada, of which Hamilton received its quota, but at the close of the war business became lax and there was a very marked depression.

In spite of this, however, Mr. Vallance applied his energies to the business, and in 1873 he became buyer for the firm by which he was employed. Being a man of great force of character and unusual ability, he was taken into business as a member of the firm, and when, ten years later, Mr. Leggat retired, the firm name was changed to Wood, Vallance & Company, the partners being A. T. Wood, William Vallance, W. A. Wood, and George Vallance. During the past quarter of a century the firm made enormous strides in its business, with the result that to-day it is one of the largest in its line in Canada, having branches at Winnipeg, Vancouver, Nelson, B.C., and within the past year another branch was opened at Calgary, the last named being known as Wood, Vallance and Adams, Limited. Owing to the enormous expansion in the West, some of the branches have almost outclassed the parent house in the volume of business transacted annually.

In his younger days, Mr. Vallance took an active interest in militia matters and served with the 13th regiment at Ridgeway at the time of the Fenian Raid, having been a member of No. 1 company. Owing to his long and distinguished connection with the hardware trade, Mr. Vallance was known as the dean of the line throughout Canada, and his death will be regretted by not only a very large circle of friends in and around Hamilton, but wherever the name of the firm was known.

It was the boast of the deceased that his success in life was due to hard work. From the time that he entered the employ of the first firm for which he worked, until he was laid aside by illness, Mr. Vallance was untiring in his efforts, and never forgot to give the closest attention to the minutest detail of the matter under his consideration. His long association with the hardware business had been a training school in which he learned many lessons, and so thorough was he in his business that it was said of him that he could take a walk through the place of business and tell at one glance what was needed in the house.

Mrs. Vallance, wife of the deceased, passed away about two years ago, and he is survived by five sons, E. Victor, of Winnipeg; William E. Murray, Walter and Arthur, and three daughters, Mrs. Harry Zealand, Mrs. John G. Gauld, and Mrs. Jack Moodie, and a daughter-in-law, Mrs. Frank Vallance; also two sisters, Lady Taylor, of this city, and Mrs. Hill, of Los Angeles.

The funeral on Saturday afternoon was one of the largest seen of recent years in Hamilton, representatives from all branches of the hardware trade being in attendance.

There is probably no man in the hardware trade in Canada who will be so greatly missed as William Vallance.





"Acres of Diamonds"

Yes! Right under your feet and all around you there are opportunities to make more money.

But, before you can corral a roll of this money, bale it up, and put it away back in the basement for safekeeping, you must do some hard thinking, and planning, and acting—

Yet, the opportunity is yours—Yes! Right where you are.

By closely studying your trade, knowing their wants and serving them well, by supplying best goods at fair prices, by representing these goods honestly, by proper advertising and display of your wares, by right treatment of your customers, you can build up a very profitable business—Yes! and build it up from just where it is to-day, be it large or small.

And remember, that serving well the needs of your customers necessitates your handling the best goods. Don't mistake coal for diamonds. True! They are both carbon, but the tiny diamond may be worth $1,000, while a ton of coal averages $8.50.

Under the name of paint you will find a variety of values—one brand may be without merit, yet, well advertised, and though it may sell well for a time, sooner or later it must naturally fail to attract custom, while 100% Pure Paint—the paint for wear and weather, is a continuous business-builder—*"The Paint with a repeat order in every can."* Compare it with others, test it by any fair method, and you'll always find it on top.

The full line of Martin-Senour Paints and Varnishes are extensively advertised, and more and more the merits of these goods are becoming favorably known to the users of Canada. Our advertising Campaign for 1914 is bigger and better than ever before, and dealers, who link up with this great selling force, will enjoy the prestige and profit that is always accorded a leader.

"Opportunity is the gift of immediate action." We're listening.

THE MARTIN-SENOUR CO.

LIMITED

MONTREAL, CHICAGO
TORONTO

WINNIPEG, LINCOLN
HALIFAX







A Game for Quick Action

SLOW moving propositions haven't any more place in business than they have in the realm of sport.

Action plenty of it and quick is what the merchant expects in every line of goods.

No dealer ever complained of a lack of action in

Glidden's Green Label Varnishes

Endurance Wood Stains **White Enamels**

JAP-A-LAC

Flat Wall Finishes **Cement Coatings**

Being **made** right, **advertised** right and **sold** right, they are the lines in greatest demand by the public. And the prosperous merchant is the one who trims his sail to public demand. Write for our dealer helps, terms, etc.

The Glidden Varnish Co.

TORONTO, CANADA

Factories:—**Toronto, Canada; Cleveland, Ohio** ***Branches:*** —**New York, Chicago, London**

Makers of Glidden's Green Label Varnishes, White Enamels, Endurance (Mission) Wood Stains, Waterproof Flat Wall Finishes and Cement Coatings

The handy man



about the house makes dollars with his paint brush and

a can of CP TRADE MARK

SUN VARNISH STAIN

Manufactured by
THE CANADA PAINT CO
LIMITED

The above is the heading of one of our effective newspaper advertisements, electros of which we supply free of cost to our dealers to enable them to build up a good business in

CP SUN VARNISH STAIN

This is a combined stain and varnish—ready to use—for refinishing all kinds of interior furniture and woodwork. Every household has use for this product and you can grasp this opportunity to work up a profitable business in this line. This product is high quality—the pigments are non-fading—the varnish is durable.

Our advertising features—color cards, counter display cards, panel displays, window trims, and Co-operative Newspaper Campaign make an effective selling plan which will interest you.

Write to-day for Particulars

THE CANADA PAINT CO.
LIMITED

MONTREAL-TORONTO-WINNIPEG-CALGARY-HALIFAX

PAINTS-COLORS VARNISHES CP TRADE MARK **STAINS-ENAMELS LINSEED OILS**

BUSINESS CHANGES

Maritime

Dalhousie—Mercier & Magee, hardware and tinsmiths, dissolved; G. E. Mercier continuing.

Quebec

Montreal—Martineau & Manseau, hardware, registered.

Granby—Phenix & Gerard, hardware and furniture, registered.

Wotton—Belisle Co., Ltd., hardware and groceries, obtained charter.

Montreal—J. R. Daignault has sold his hardware business to Joseph Martineau.

Ontario

Tweed—The Fawcett Hardware Co., dissolved; C. F. Fawcett continuing.

Toronto—Boden & Galbraith, tinsmiths, dissolved; G. W. Boden continuing.

Toronto—J. W. Sheard, hardware and plumber, sold to Thos. Crooks, Hamilton.

Sault Ste. Marie—Mr. McClurg, hardware, has taken over the Northern Hardware Co.

Cayuga—D. J. Murphy, implements, purchased pump and windmill business of J. H. Vanzandt.

Manitoba

Le Pas—Northern Oil Co., commenced.

Haskett—J. J. Neudorf, tinsmith, starting.

Winnipeg—Plumbers' Supplies, Ltd., (estate) stock sold.

Winnipeg—Dykeman & Holestran, hardware, commenced.

Winnipeg—J. C. Smallbone, hardware, sold to H. G. Alenson.

Winnipeg—A. Dobrovitch, opened new hardware and grocery.

Winnipeg—Brant & Carroll, plumbers, dissolved; Mr. Carroll continuing.

Makinak—A. Douglas sold hardware and lumber business to Coulson & Everett.

Winnipeg—Wilkinson, Komposs & Kawkey, Ltd., carriage hardware, changing name to Wilkinson, Komposs, Ltd.

Saskatchewan

Biggar—F. G. King, tinsmith, commenced.

Battleford—A. N. Bronson, plumbing, started.

Battleford—A. Maclaine, plumbing, commenced.

Woodrow—E. H. Jackson, hardware, commenced.

Outlook—The Hurson Electric Co., discontinuing.

Bounty—H. H. Davidson, hardware, discontinuing.

Saskatoon—James Schwartz, auto specialties, started.

Shackleton—Heath & Morrey, hardware, commenced.

Herschel—J. A. Proudfoot, hardware, commenced.

Regina—R. H. Williams & Sons, Ltd., adding hardware.

Leslie—Fred. M. Vincent, implements, adding hardware.

Pelley—A. Bay, hardware and general merchant, sold to B. Katz.

Valparaiso—R. C. Yager, hardware and furniture, commencing.

Kincaid—Henderson Bros., hardware, sold to Finlay & Finlay.

Unity—R. W. Leith, hardware and furniture, succeeded by Leith & Son.

Battleford—The Battleford Furniture, Plumbing & Heating Co., dissolved partnership.

Elbow—The J. J. Fallis Hardware & Implement Co., Ltd., selling in January next to Clarence Brock.

Luseland—Thos. Tomsett, hardware, starting. He is also starting a hardware and furniture business at Tramping Lake, Alta.

Alberta

Medicine Hat—Western Plumbing Co., new owners.

Edmonton—A. Smart, hardware, succeeded by John H. Bison.

Ryley—The Richards-McNaughton Co., hardware, commenced.

Calgary—Calgary Hardware Store, Ltd., stock sold to H. S. Wright.

Edmonton—Enterprise Hardware & Plumbing Co., opened business.

British Columbia

Eburne—Thos McDonald, hardware, sold business.

Vancouver—Thos. Olivier, hardware, discontinuing.

Vancouver—Sloan Bros., hardware, opened new store.

Merritt—Lindsay & Wilson, plumbers, sold to Barret & Olcott.

Enderby—Chas. Oppenthauser, hardware, commenced.

Jubilee—Hunter I. Brown, hardware and groceries, discontinuing.

Enderby—A. Fulton has taken over W. Hutchison's hardware business. He also has a branch at Salmon Arm.

H. W. JOHNS-MANVILLE NEW OFFICES

The Cleveland, Ohio, branch of the H. W. Johns-Manville Co. has recently been obliged to provide larger quarters for several of its subsidiary offices.

The Columbus, Ohio, office and contract department are now located on the ground floor of the new seven-storey fireproof Peters-Power Building, 45 West Long street, with large warehouse facilities half a block distant.

The Toledo office and warehouse have been moved to 213 Water street. This office has just completed a pipe-covering, stack-lining and cork-tiling job in the Second National Bank Building, Toledo, which possesses many unique features.

Other Ohio branch sub-offices are located in Akron (717 Second National Bank Building), Dayton (259 Fourth Street Arcade), and Youngstown (502 Stambaugh Building). Resident representatives are stationed at Lima, Massillon, Greenville and other points in Ohio, also at Huntington and Parkersburg, W. Va. Their work is supplemented by a large corps of travelling men.

Last, but not least, the Toronto branch has just closed a long-term lease for another larger warehouse on Front street, which gives that branch larger and better storage and shipping facilities than ever.

CONFINING THEMSELVES TO MANUFACTURING

The Chadwick Brass Co., Ltd., are selling off their retail stock in their store at 193 King street east, Hamilton, preparatory to giving up the retail end of the business and confining themselves strictly to the manufacturing end. It was in that store that Chadwick Bros. fifteen years ago established the retail business which has now grown to be such a large manufacturing concern, and one of Hamilton's important industries.



What the Other Fellow Says:

Melville :: Sask.

Replying to your enquiry as to my success in handling Sherwin-Williams goods and what I think of your proposition as a trade-getter.

When commencing business in Melville I secured the agency for Sherwin-Williams' line, considering in doing so that I was getting good goods backed up by good advertising.

Five years' experience with the line has proved both these facts to be true, and each year I have had a substantial increase in my paint department.

It is my opinion that the Sherwin-Williams Co. have the best proposition on the market for the retail merchant, and anyone who will take advantage of the helps you offer cannot help but increase his business in the sales of paints and varnishes.

Satisfied customers are one of the most important objects in business, and I must say that users of your goods are always well satisfied.

Yours truly,

Wm. Anderson



Float designed and built by W. Anderson

WALTER H. COTTINGHAM, PRESIDENT
C. C. BALLANTYNE, VICE PRES'T & MAN'G DIRECTOR

THE SHERWIN-WILLIAMS CO.
of Canada, Limited
PAINT, VARNISH & COLOR MAKERS
LINSEED OIL CRUSHERS
FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.
OFFICES - WAREHOUSES MONTREAL, TORONTO, WINNIPEG, CALGARY, VANCOUVER LONDON, ENG.

907 CENTRE STREET
MONTREAL

Dear Sir:—

We want to interest you in the Sherwin-Williams' Agency.

This means more than simply the carrying of a stock of S-W paints, varnishes, stains, enamels, etc., on your shelves.

It means that you will give your customers the very best quality of paint and varnish products, the kind that will give them satisfaction and bring them back to you again for more.

It means that you will have an up-to-date and aggressive sales organization to help you go out after business, and a complete and effective system of advertising at your disposal.

It is impossible to give you a proper understanding of the bigness and value of the Sherwin-Williams' Agency Proposition in a brief letter. We can tell you more in our book, "How to Make Money in the Paint and Varnish Business," which we will send to you upon request.—We can give you a still better idea by instructing one of our Representatives to call upon you. Our doing so will put you under no obligation to buy, but will simply be a courtesy extended to us.

Yours very truly,

THE SHERWIN-WILLIAMS CO.
of Canada, Limited

Elmira :: Ontario

You are no doubt aware we were one of the first firms in Ontario to handle Sherwin-Williams' Paints. In all these years we must say we have had very little cause to complain, as the paints have always given us excellent satisfaction. Since moving our paint stock to the front of the store our sales have materially increased. The paint business this year has been very good and we expect by the end of the season to have overlapped any previous year in sales. We trust that the relationship which has existed between us in all these years will continue and that we may be boosters for S.W.P. in the future.

Yours truly,

M. Weichel & Son,

Per J. S. W.

Maple Creek :: Sask

We have been in business in the West for the past thirty years, during which time we have handled the Sherwin-Williams-Paint for a period of five or six years.

The return of customers for goods after they have once purchased shows us that the quality is all that can be desired, which is more than satisfactory to us, as to give the customer the highest quality has been our ambition during our thirty years' business.

We find that your system of advertising is a great help to our business in general, and your attention to the requirements of the public will insure an increase to your business, as already shown in past years.

Yours truly

Dixon Bros.

SIR WILFRID LAURIER TO SPEAK

On Monday, Nov. 24th, a delegation of the Canadian Hardware Manufacturers' Exhibitors called upon Sir Wilfrid Laurier for purpose of tendering an invitation to Sir Wilfrid to join them at one of the lunches during exhibition week at Ottawa. Sir Wilfrid has been gracious enough to accept the invitation, and unless something now unforeseen may occur, will be present. The association are indebted to J. A. Beaudry, of Le Prix Courant, Montreal, for securing the appointment with



After the Atlantic City convention. Herb. Seybold, Montreal; Chas. C. McGhie, Welland Vale Mfg. Co., St. Catharines; and T. B. Williamson, H. S. Howland, Sons & Co., Toronto—Said to have been taken on Broadway at 2 a.m.

Sir Wilfrid Laurier for the delegation, which consisted of: M. R. Griffith, Toronto, Ont.; T. D. McFarlane, Ottawa, Ont.; Chas. A. Smith, Ottawa, Ont.; Geo. B. Dowswell, Hamilton, Ont.; Chas. E. Stewart, Woodstock, Ont.; F. M. Tobin, Woodstock, Ont.; J. A. Beaudry, Montreal, Que.; T. C. Hickman, Ottawa, Ont.; W. M. Connor, Ottawa, Ont.; B. D. Blackwell, Toronto, Ont.

MEMBERS OF ENTERTAINMENT COMMITTEE

A meeting was held of representatives from all manufacturers exhibiting from Ottawa, and the members of the exhibitors' association attending Ottawa. A committee was formed as the Ottawa Entertainment Committee to act with B. D. Blackwell, the Exhibitors' Association chairman. T. D. McFarlane is the chairman of the Ottawa committee. From the interest shown and plans proposed for the necessary arrangements, it is evident that matters will be well handled for the success expected at Ottawa.

PROMOTIONS IN GOODYEAR CO.

P. D. Saylor, vice-president and sales manager of The Goodyear Tire & Rubber Co., of Canada, Ltd., has been promoted to the office of president and managing director of the Goodyear Tyre & Rubber Co. (Great Britain), Ltd., with headquarters at London, Eng. R. P. D. Graham, secretary and manager of the automobile tire department, succeeds Mr. Saylor; and H. C. Lower, assistant manager of the tire department, at Akron, Ohio, is promoted to Mr. Graham's old position.

ROBERT MORROW'S SUDDEN DEATH

The old firm of Wm. Stairs, Son, and Morrow, Limited, Halifax, has again suffered loss by death.

Robert Morrow, a young man in the twenties, but one of the directors of the company, and very active in the social and political life of Halifax, died on Nov. 29, after an illness of only one week.

Mr. Morrow was one of the Canadian delegation which attended the hardware convention at Atlantic City on Oct. 29 to 31, and his sudden passing away will be a shock to the many friends of this old-time hardware family and firm.

NORTHERN HARDWAREMAN'S HOPEFUL SPIRIT

The hopeful spirit of the new North country is strikingly shown in the enterprise put forth by W. Magladery, of New Liskeard, Ont. A fire in his hardware store recently burnt off the roof and otherwise did a great deal of damage to the stock. Immediately the fire was out Mr. Magladery wired for more goods and put on a new roof. Within a week business was going on as smoothly as ever. He is now planning a fine fireproof building.

HAVE ADDED AN ADDITIONAL STOREY

Thompson & Sutherland, Limited, hardware merchants, Sydney, N.S., have added an additional storey to their building at 303 Charlotte Street. This makes their store three storeys and basement. The basement is 40 by 70; first floor, 25 by 70; second floor (stove and kitchen goods department), 25 by 70; and third floor 40 by 70.

Thompson & Sutherland have been doing some good cutlery advertising lately. They use space 2¼ by 8 inches with border and their ads. stand out well.

T. McAvity & Sons, Limited, St. John, N.B., announce that they have just issued a catalogue of goods that are useful in every household. Copies are mailed free on request. The catalogue contains illustrations, descriptions and prices of many lines of household goods. As a special inducement to out-of-town customers the firm offer to prepay express charges on all orders selected from the catalogue amounting to $10 or over.

RAILWAY RATES TO OTTAWA

To avoid any mistake regarding railway rates to Ottawa during the hardware convention next February, read these rules:

The rate from Toronto is $7.70 return, on certificate plan, plus $5 for hotel accommodation for five nights.

The rate from ANY OTHER STATION between Halifax and Edmonton is SINGLE FARE, on certificate plan, plus $5 for room, without bath, in Chateau Laurier or Hotel Russell for five nights. Room with bath is 50c. per day per person additional.

Those who can are requested to make connections at Toronto or Montreal with the Special Hardware Trains and travel to Ottawa on these trains, for which there is no special charge.

A certificate must be obtained with each ticket from agent when ticket is purchased. This certificate, plus 25c., when signed by Secretary at Ottawa, can be exchanged for a return ticket without additional charge.



Guaranteed Pliers

The most complete line of Box-Joint and Lap-Joint Pliers and Splicing Clamps on the Market.

Jaws that open easily; cutting edges that meet so accurately as to shut out daylight; powerful leverage and fine finish.

Known to expert mechanics everywhere.

Get in line with the largest line of mechanics' hand tools offered by any maker—established in 1819.

The Peck, Stow & Wilcox Co.

MFRS. Mechanics' Hand Tools, Tinsmiths' & Sheet Metal Workers' Tools & Machines, Builders' & General Hardware
Southington, Conn. New York, N. Y. Cleveland, Ohio
Address Correspondence 214 West Center St., Southington Conn.

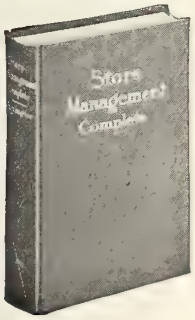
P.S.&W. TRADE MARK TOOLS GUARANTEED

P.S.&W. TRADE MARK TOOLS GUARANTEED

Store Management Complete

16 Full-Page Illustrations

ANOTHER NEW BOOK



By FRANK FARRINGTON

A Companion Book to

Retail Advertising Complete

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**THE STORE POLICY**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

272 Pages Bound in Cloth

Absolutely New ***Just Published***

Send us $1.00 for the book and a six months trial subscription to this paper.

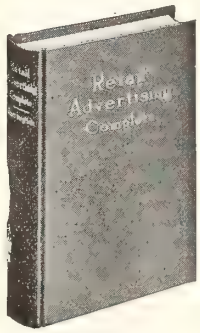
Commercial Press, Limited

Publishers
Canadian Hardware, Stove & Paint Journal
Toronto, Ontario

'Twill Do Your Advertising

This new book on advertising will tell you all you want to know about advertising in the store.

Here's the Book that will be Your Ad. Man



272 pages Bound in Cloth

Retail Advertising Complete

By FRANK FARRINGTON

$1.00 Postpaid

With this book on your desk you are never at a loss what kind of advertising to do, or how to do it. Every kind of advertising is treated fully:

Chapters on Newspaper Advertising
Making an Advertisement
Good Specimen Ready-made Ads.
Mail Advertising
Window Trimming
Advertising Novelties
Outdoor Advertising
Inside the Store Advertising
Advertising Schemes
Special Sales
Mail Orders, etc., etc.

There is no better book of the kind at any price. You can't afford to get along without it.

Absolutely New **Just Published**

Send us a dollar for this book and a six months trial subscription for this paper

Commercial Press, Limited

Publishers
Canadian Hardware, Stove and Paint Journal
Toronto, Ontario

Market Situation

Hardware Markets. There is no gainsaying that hardware merchants generally would welcome cooler and more seasonable weather. Trade has been fair all along through the fall, but the buying of winter goods is holding off because of the fair weather.

Jobbers are satisfied with the volume of goods passing on order. Christmas goods, as is natural, have a good call, but nice business was done during the month on repeats for late fall lines and outdoor tools and agricultural implements.

All through the month there has been a steady trade passing through the wholesale houses. It has not been heavy, neither has it been light. A little snow would liven up lines that are holding back now, however.

During the month cutlery advanced about 5 per cent.; nipples declined, the discounts changing from 75 to 77½ off. New prices are out on iron and steel for machine and manufacturing purposes. Bolts and nuts have declined; jute twine advanced about 20 per cent., and clothes pins and general kitchen woodenware have gone up in price. Booking quotations on screen doors and refrigerators show higher values. Screws have declined about 10 per cent., and lamp chimneys advanced. These about cover the price changes of the month just past.

Metal Markets. Of late (during the past week) there has been noticed an improved change in the metal situation. Buying while none too active has been fair and much better than it was a month ago.

There have been the usual fluctuations in the speculative metals, but the stand of these remains much the same at the beginning and end of each month.

Tin fell off a few points and was somewhat cheaper for the first ten days of November. Then it recovered, but fell off again in company with copper about the middle of the month, and is now back on its feet.

There developed a scarcity of lead for manufacturing in Ontario the second week, but supplies coming in from the outside soon restored stocks to normal.

Just now a fair amount of business is passing in small lots. Iron and steel are more active than for weeks.

Heating Lines. Especially in country parts there is a little business being done, but on the whole trading is not at all brisk, and stocks are rather heavy. There is business to be had by retailers if they will go out after it and stir things up, but many prefer to have it come of its own accord, which it will not do while this good weather lasts.

The money stringency and labor market conditions no doubt are holding business back somewhat, but it is pleasing to note the improvement in collections.

A little snow and cold weather would help the heating and stove business.

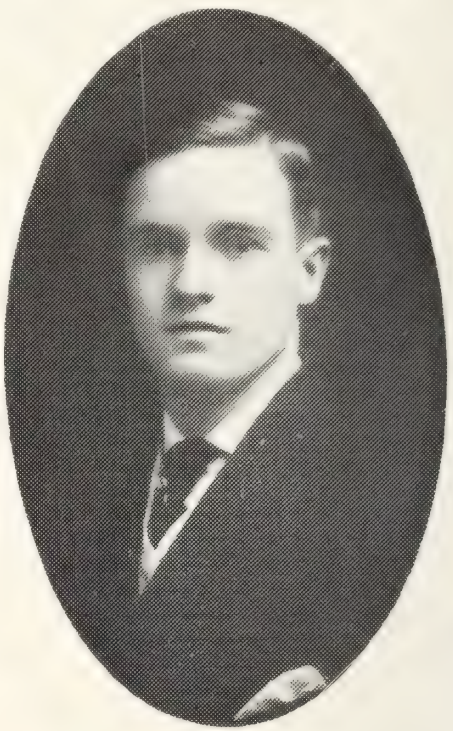
Paints and Oils. Starting off the month with a lessening of trade the situation improved before the middle of the month. Early in November paint lines dropped in price from 5 to 15 cents a gallon, with ready-mixed of all makes at 10 cents lower. There was as well a decline in linseed oil quotation, but an advance in turpentine. These cover practically all price changes.

Glass and putty have been well up in orders, the near approach of winter, no doubt sending the business.

Booking for spring is reported to be well under way, and some nice orders are said to have been received by manufacturers this early. No doubt the opening up of spring will see trade in paints and all other lines active again.

NEW REPRESENTATIVE IN EAST

The trade will be interested to learn that Malcolm Isbister will represent The Peck, Stow & Wilcox Company in eastern Canada, including the Maritime Provinces. Mr. Isbister is a Canadian born, and is thoroughly conversant with the requirements of the trade. He has had 13 years of practical experience both in selling and buying hardware, his last connection having



been with a large American jobbing house. He has also had prior experience in the Canadian Northwest.

It will interest his friends to learn that he is coming back to his own country, and will represent this concern, which has for nearly a century been one of the leading manufacturers of tinsmiths' and sheet metal workers' tools and machines, builders' hardware and mechanics' hand tools.

ILLUSTRATIONS OF HARDWARE PUBLICITY

"Published for the sole purpose of helping hardware merchants to improve the productiveness of their newspaper and other advertising," Hardware Cut Bulletin, issued by the Hardware Adv. Service Co., 1 West 34th street, New York city, is an admirable little newsy pamphlet. It is sent to any hardwareman for the asking, and, as its name implies, it contains samples of advertising cuts and suggestions for drawing special advertising illustrations, which is the service that the company behind the publication aim at. A. J. Barnett, for more than a quarter of a century the editor of Iron Age, Iron Age-Hardware, and Hardware Age, is the man who is chiefly responsible for this advertising service company, and as he knows the hardware trade in America thoroughly he is in a position to give helpful suggestions to the trade, especially those members of it who through any form of publicity are striving to make their business grow. The current issue of the Bulletin is Trip No. 1.

Merry Christmas



Happy New Year

Service Pays

YOU can carry a smaller stock and yet give your customers just what they want when you are backed up by a fast service such as you get when Agents of STEPHENS' PURE PAINTS.

All orders shipped the day they are received and shipped complete is the kind of service we give.

We can show you how to increase your net profits. Write us to-day.

G. F. STEPHENS & CO., LIMITED

Paint and Varnish Makers

WINNIPEG Branch at CALGARY



THE MAN ON THE JOB BUYS THE PAINT

As he usually has his wits about him and some care for his reputation, naturally the man on the job buys a paint which he knows, by experience, will do a creditable job, and pave the way to more business.

B-H "ENGLISH" PAINT

Excells in toughness, elasticity and uniformity, hence is the most durable and dependable paint your can offer. It owes these qualities largely to the fact that the white base contains a mixture of 70% Brandram's B.B. Genuine White Lead and 30% Pure White Zinc, a combination any paint expert will tell you cannot be matched as a basis for high grade paints.

This known superiority of B-H "ENGLISH" PAINT makes it the safest foundation upon which to build up a lasting trade, because it is absolutely sure to satisfy the user, who, after all, is the final judge and who will buy in the future what has pleased him in the past.



BRANDRAM-HENDERSON LIMITED

Montreal Halifax St. John Toronto Winnipeg

PREVAILING MARKET PRICES.

Toronto, DECEMBER 5th, 1913

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots 0 23

Antimony, per lb. 0 10½

Brass rods, ½ to 1 inch.. 0 22
Sheets, up to 20 gauge. 0 26
Tubing 1 inch, base.. 0 25

Copper, ingots, casting... 0 17¼
Sheets, plain, 14 oz. base 0 29½
Sheets, tinned, 14 oz. base 0 30½
Sheets, planished, 14 oz. base 0 37½
Sheets, braziers 0 29½
Bars, round ½ to 2 in. 0 27

Black Sheets, 28 gauge base,
Toronto 3 00
Montreal 2 85

Canada Plates—
Ordinary, 52 sheets, Toronto 3 00
All bright, 52 sheets .. 4 15

Galvanized	Apollo	Ordinary
18x24x52	4 45	4 75
60	4 70	5 00
20x28x80	8 90	9 50
20x28x80	9 40	10 00

Galvanized Sheets (Corrugated)—
22 gauge, per square.. 6 75
24 gauge, per square.. 5 50
26 gauge, per square.. 4 25
28 gauge, per square.. 4 00

Galvanized Sheets.

	Fleur de Lis	Queen's Head
16-20 gauge ..	3 75	3 75
22-24 gauge ..	3 95	3 90
26 gauge	4 20	4 15
28 gauge	4 45	4 40

Case lots 25 cents less.

Apollo brand	Toronto
24 gauge, American ...	3 70
26 gauge, American ...	3 90
28 gauge (26 English)	4 20
10¾ oz., equal to 28 Eng.	4 40

Iron Pipe, per 100 feet—
Black base, 1 inch ... 4 35
Galvanized base, 1 inch 6 00

Iron Pipe Fittings—
Canadian malleable, 40; cast iron, 65; standard bushings, 70; headers 60; flanged unions, 65; malleable bushings, 65; nipples, 75; malleable lipped unions, 65.

Soil Pipe and Fittings—
Medium and extra heavy pipe up to 6 inch, 60; 7 and 8 in. pipe, 45; light pipe, 60; fittings, 70.

	Toronto
Bar Iron, per 100 lb. ...	2 05
Forged iron	2 35
Refined horseshoe iron..	2 40
Sleigh shoe and mild steel	2 25
Iron finished steel	2 50
Tire steel	2 35
High speed steel	0 65
Pig Iron, car lots, f.o.b.	Toronto
Canadian fdy., No. 1	21 00
Middlesboro, No. 3...	24 25
Radnor (charcoal) ...	34 50
Lead, Canadian pig	5 65
Imported pig, 100 lb. ..	5 65
Bar pig	5 85
Sheets, base, 2½ lbs. sq. ft.	7 50
Pipe and waste	9 00
Traps and bends	40 p.c.
Solder, half and half, lb...	0 28
Spelter, foreign, per 100 lb.	7 00
Sheet Zinc	8 25
Tin, ingots, 100 lb.	44 00

Tin Plates, charcoal—
M L S, Famous (equal Bradley)

	Per box
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 50

"Dominion Crown Best"—Retinned.

I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 65
I X, 14x20 base	5 65
I X X, 14x20 base	6 65

Bright Cokes, Bessemer Steel.

I C, 14x20 base	4 50

Terne Plates.

I C, 20x28, 112 sheets	7 40
I X, Terne Tin	9 40

Charcoal Tin Boiler Plates.

I X X, 14x60, 50 sheet boxes	7 50

Tinned Iron.

72x30 up to 24 gauge, case lots	8 50
72x30 up to 26 gauge, case lots	8 95

Scrap Metal, Dealers' Buying Prices—

Heavy Copper and Wire, lb.	0 11¼
Light copper botoms..	0 09¾
Heavy red brass	0 10½
Heavy yellow brass ...	0 08½
Heavy lead	0 02¾
Light brass	0 06½
Tea lead	0 02½
Scrap zinc	0 04
No. 1 wrought iron....10	00
Machinery cast scrap No. 1 14	50
Stove plate 13	00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS

Barn Paint, barrel lots—
Gallon tins 1 00 1 10

Chemicals, in casks, per lb.—
Arsenate of lead 0 10¼
Sulphate of copper (blue stone 0 07
Litharge, ground 0 07
Litharge, flaked 0 07½
Green copperas (green vitriol) 0 01
Sugar of Lead 0 09

Colors in Oil—
Venetian red, 1-lb. tins, pure 0 12
Chrome, yellow, pure .. 0 18
Golden ochre, pure ... 0 13
French ochre, pure 0 12
Chrome green, pure ... 0 10
French permanent green, pure 0 15
Marine black, 25 lb. irons 0 09
Signwriters' black, pure 0 19

Glue, in sheets ... 0 10 0 15
1 lb. pkges (Brantford) 0 25

Petroleum—
Can. prime white, gal... 0 15
U.S. water white 0 12½
U.S. Pratt's astral ... 0 15½
Castor oil, per lb., in bbls. 0 08 0 08½
Motor Gasoline, single bbls. 0 21
Benzine, per gal., single bbls 0 20

Putty— 1st
Bulk 100 lb. drums .. 3 50
Bladders in barrels 3 75

Ready Mixed Paints—
Per gal., qt. tins 1 65 2 00

Red Lead (Dry)—
Genuine, 560 lb. casks, per cwt. 6 00
Genuine, 100 lb. kegs, per cwt. 6 25

Shingle Stains—
In 5-gallon buckets ... 0 75

Turpentine and Linseed Oil—
Pure Turpentine, single barrels 0 60
Linseed Oil, single barrel, raw 0 62
Linseed Oil, single barrel boiled 0 65

Rosin, "G" grade, bbl. lots, 100 lbs. 3 60

Varnishes, per gal. cans—
Carriage, No. 1 ..... 1 50
Pale durable body 3 50
Finest elastic gearing... 3 00
Elastic oak 1 50
Furniture, polishing .. 2 00
Furniture, extra 1 20
Furniture, extra No. 1.. 0 95
Light oil finish 1 25
Gold size japan 2 00
Turps brown japan 1 00
Baking black japan ... 1 35
Crystal Damar 2 50
Pure asphaltum 1 40
Oilcloth 1 50
Lightning dryer 0 95
Stovepipe varnish, ½ pints, per gross 3 00
Pure white shellac varnish, in barrels 1 80
Pure orange shellac varnish, in barrels 1 70

White Lead ground in oil—... ..
Canadian pure, less than tons 8 40
Canadian pure, ton lots 8 25

White Zinc—
Extra Red Seal, V.M. (dry) 0 07½
Pure, in 25-lb. irons (in oil) 0 10

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50 . ..	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85 . ..	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50

Toronto, 15 p.c.

Miscellaneous —
Beeswax, per lb. 0 40
Orange mineral, 100 lb. kegs 0 09½
Pine tar, ½ lb. tins, doz. 0 80
Plaster of Paris, bbl. .. 2 50
Paris white, bbls. 0 90
Whiting, gilders, bolted 1 00
Whiting, plain 0 70

HEAVY HARDWARE

Anvils, Taylor-Forbes ... 0 05¾

Chain—Proof coil, per 100 lb.: ¼ in., $6.00; 5-16 in., $4.85; ⅜ in., $4.25; 7-16 in., $4.00; ½ in., $3.75; 9-16 in., $3.70; ⅝ in., $3.65; ¾ in., $3.60; ⅞ in., $3.45; 1 in., $3.40.

Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.

Forges—
Blacksmith's portable, 135 lbs. 9 85

Horse Nails—
$2.80 per box base No. 9 and larger; Sampson No. 10 base, $2.25.

Horseshoes — Iron, light and medium No. 1 and smaller, $3.90; No. 2 and larger, $3.75; snow pattern, No. 1 and smaller, $4.00; No. 2 and larger, $3.75; "N.L." new light steel, No. 1 and smaller, $4.10; No. 2 and larger, $3.85; "X.L." feather weight steel, No. 0 to 4, $5.25; special countersunk steel, No. 0 to 4, $5.50 pkg.; toe-weight, all sizes, $6.00.
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, $1.50; No. 2 and larger, $1.25; "Sharp" No. 1 and smaller, $1.75; No. 2 and larger, $1.50 per box. 25-lb. boxes.

Wire Nails, base 2 25
Cut nails—Montreal, $2.60; Toronto, $2.85.
Miscellaneous wire nails, 75 p.c.
Coopers' nails, 33 1-3 p.c.
Pressed spikes, ⅝ diameter, per 100 lbs., $2.85.

Annealed Wire, base $2.50.

Hay Baling Wire—No. 12 and 13, $4; No. 13½, $4.10; No. 14, $4.25; No. 15, $4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.

Clothes Line Wire—No. 19, $2.10 per 100 ft.

Coiled Spring Wire—
High Carbon, No. 9, $2.25; No. 12, $2.40, Montreal.

Fine Steel Wire—25 per cent.

Galvanized Wire—From stock, f.o.b. Montreal—100 lbs., No. 9, $2.25, base. In car lots straight or mixed.

Poultry Netting—2-in. mesh, 19 w.g., 50 and 10 p.c.

Smooth Steel Wire—Base, $2.35.

Wire Fencing, car lots—Toronto
Galvanized, barb 2 25
Galvanized, plain twist 2 60

Fence Staples—Bright, $2.60; galvanized, $2.85.

Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ⅜, $5; 1 inch, $16.80.
Black, 1st grade, 6 strands, 19 wires, ⅜, $5; inch, $15.10. Per 100 feet f.o.b. Toronto.

Wrought Staples—
Galvanized 2 85
Plain 2 60

Vises, per lb. 0 12
Hinged pipe vise, 25 lbs. 3 55
Saw vise 4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE

Adzes—Carpenters', per doz. ... 12 50 14 00

Axes—Single bit, per doz. ... 6 00 9 00
Samson 9 00
Double bit, per doz. 10 00 12 00
Bench axes .. 6 75 10 00
Broad axes .. 22 75 25 00
Hunters' axes. 5 00 6 00
'Boys' axes .. 5 75 6 50
Lathing hatchets ... 4 70 10 00
Shingle hatchets 1 45 6 75
Claw hatchets. 1 70 5 00
Barrel hatchets 5 50 6 85

Ammunition — "Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ per cent.; B.B. caps, 50, 10 and 2½ per cent.; Centre Fire Pistol Cartridges, 25 and 2½ per cent.; Centre Fire Sporting and Military Cartridges, 10 and 10 per cent.; Primers, 10 and 2½ per cent.; Brass Shot Shells, 45 and 12½ per cent.; Shot Cartridges, discount same as ball cartridges.
Crown Black Powder, "Sovereign" Bulk Smokeless Powder, "Regal" Dense, Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 per cent.
Ordinary drop shot, AAA to dust $7.50 per 100 lbs.: net extras as follows; chilled 40c.; 55 and 10 p.c.
huck and seal 80c.; No. 28 ball $1.20 per 100 lbs.; bags less than 25 lbs. ½c. per lb. f.o.b. Montreal, Halifax and St. John, f.o.b. Toronto, Hamilton and London, add 25c. per 100 lbs.

Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list. Tobin High Speed, 50 and 5; Tobin Never-Choke, 60 and 5.

Barn Door Hangers—
Double straphangers, doz. sets 6 50
Standard jointed hangers, doz. sets 6 45
Steel, track, 1 x 3-16 in. (100 ft.) 3 25

Bolts and Nuts—
Carriage Bolts, common new $1 list.
Carriage Bolts, ⅜ and smaller, 60 and 15 per cent.
Carriage Bolts, 7-16 and up, 55 per cent.
Carriage Bolts, Norway Iron ($3 list), 60 per cent.
Machine Bolts, ⅜ and less, 65 and 5 per cent.
Machine Bolts, 7-16 and up, 57½ per cent.
Plough Bolts, 55 and 5 per cent.
Blank Bolts, 57½ per cent.
Bolt Ends, 57½ per cent.
Sleigh Shoe Bolts, ⅜ and less, 55 and 10 per cent.
Sleigh Shoe Bolts, 7-16 and larger, 50 and 5 per cent.
Coach Screws, new list, 70-10 per cent.
Nuts, square, all sizes, 4¼ c. per lb. off.
Nuts, hexagon, all sizes, 4¼ per lb. off.
Stove rods, per lb., 5½c. to 6c.
Stove bolts, 80.

CHRISTMAS GREETINGS

To all of you who sell Hardware and Paint we extend our sincerest good wishes for a Merrie Christmas and a Prosperous, Care-free New Year.

A good insurance policy guaranteeing a prosperous Paint Trade during 1914, is a stock of Moore's House Colors, Muresco, Saniflat and our other lines on your shelves. Write for particulars.

Benjamin Moore & Co.,
West Toronto Limited

NEW YORK CHICAGO CLEVELAND



At Your Service Ramsay's Paints

When a Customer

needs paint you will profit by his inital order AND by his repeat orders if you sell him

The Right Paint to Paint Right.

A. Ramsay & Son Co.
Montreal
Established 1842

Bells—Door bells, push and turn, 45 and 10 per cent.
Cow bells, 65 per cent.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, $1.15 up.
Farm bells. No. 1, $1.65.

Building Paper, Etc.

Tarred slater's paper, per roll	0 70
O. K. paper, No. 1, per roll	0 95
Plain Fibre, No. 1, per 400 ft. roll	0 50
Tarred Fibre, No. 1, per 400 ft. roll	0 62
Tarred Fibre Cyclone, 25 lb., per roll	0 55
Dry Cyclone, 15 lbs.	0 45
Plain Surprise, per roll	0 40
Resin sized Fibre, per roll	0 42
Asbestos building paper, per 100 lbs.	4 00
Heavy straw, plain & tarred, per ton	37 00
Carpet Felt, per 100 lbs.	2 60
Tarred wool roofing felt, per 100 lb.	2 00
Pitch, Boston or Sydney, per 100 lbs.	0 70
Pitch, Scotch, per 100 lbs.	0 65
Heavy Fibre, 32 & 60, per 100 lbs.	3 00
2 ply Ready Roofing, per square	0 75
3 ply Ready Roofing, per square	0 95
2 ply complete, per roll	1 15
3 ply complete, per roll	1 35
Liquid Roofing Cement, bbls., per gal.	0 15
Liquid Roofing Cement, tins	0 20
Crude Coal Tar, per barrel	3 50
Refined Coal Tar, tins, per doz.	1 25
Refined Coal Tar, per barrel	4 50
Shingle varnish, per barrel	4 50
Caps, per lb.	0 06
Nails, per lb.	0 05
Mop, cotton, per lb.	0 15

Butts—Plated, bower barff & nickel, 45 per cent.
Wrought brass, 45 per cent. off revised list.
Cast iron loose pin, 60 per cent.
Wrought steel, fast joint and loose pin, 65, 10 and 5 per cent.

Cement.—Portland, bags per bbl. 1 55 1 65

Cold Chisels, 5 x 6 in. doz.. 2 20
Bevel edge, 1 inch, doz.... 2 50

Condouctor Pipe

2 inch, in 10 ft. lengths			3 30
3	"	"	4 00
4	"	"	5 28
5	"	"	7 26
6	"	"	8.80

Door Knobs—Canadian, 45 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 50 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—

Single sets, each	1 80
Double sets, each	3 25
Unbreakable rail, 100 feet	5 00

Draw Knives

Carpenters' 6 inch, doz.	5 25
Holding handles, 8 in., doz.	1 80
Folding handles, 8 inch, doz.	1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—

8 in. in 100 ft. lengths			2 90
10	"	"	3 15
12	"	"	3 68
15	"	"	5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps
Disston's, Great Western American Kearney & Foot, Globe, all 75; Black Diamond and Nicholson 66 2-3; Jewett's (English list) 27½, Delta 66 2-3.

Hammers—Tack, iron, doz.. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers' hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz... 3 20
Sledge, Canadian, 5 lbs. and over 0 06
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 p.c.—
Samson, best quality, 47½ p.c.
Sidewalk and stable scrapers, net, $2.25.
Wood hay rakes, 45 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, $7.25; Heavy T and strap, 10-in. and larger. $6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, $3.50, $4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring) — Spring, per gross—No. 5, $16.10; No. 10, $16.10; No. 20, $9.50; No. 50, $17.58; No. 51, $7.76; No. 120, $16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz., $7.00.
Lift Tubular and Single Plain, per doz., $5.25.
Japanning, 50c. per dozen extra.
Prism Globes, per dozen, $1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70

Locks and Keys—Canadian 50 and 19 per cent.

Mallets — Tinsmiths', 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak ...15 00

Mattocks—6 lb., 18 inch, $6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, $1.85 dozen.
Prospectors' hammers, 16½c. per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3¾ cents per lb.

Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., $10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—

Sisal rope	0 12
Pure Manilla rope	0 17
"British" Manilla	0 13
Cotton, 3-16 inch and larger	0 24
Russia Deep Sea	0 16
Jute	0 09½
Lath Yarn, single	
Lath Yarn, double	0 11¾
Sisal bed cord, 48 feet. per doz.	0 65
Sisal bed cord, 60 feet, per doz.	0 80
Sisal bed cord, 72 feet, per doz.	0 95
Cotton clothes line, off.	
Bag, Russian twine, per lb.	0 27
Wrapping, cotton, 3-ply twine	0 26
Wrapping, cotton 4-ply twine	0 30
Mattress twine, per lb.	0 45
Staging twine, per lb.	0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set ... 0 90
Mrs. Potts, No. 50, nickel-plated, per set 1 00
Mrs. Potts, handles, japaned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.

Sash Weights—

Sectional, ½ lb. each, per 100 lbs.	2 50
Solid, 3 to 30 lbs.	1 70

Sash Cord—No. 8, per lb. 0 28½

Screws—Wood, F. H., bright and steel ....85 10 and 7½
Wood, R. H., bright .....80 10 and 7½
Wood, F. H., brass .....75 10 and 7½
Wood, R. H., brass .....70 10 and 7½
Wood, F. H., bronze .....70 10 and 7½
Wood, R. H., bronze .....65 10 and 7½
Drive screws ...85 10 and 7½
Set, case hardened..60
Square cap .....50 and 05
Hexagon cap 45
Bench, wood, per doz., $5.00.
Bench, iron, per doz., $4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.

Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 p.c.
No. 3 and 4 grade, 45 per cent.

Soldering Irons—
Base, per lb., 28 cents.

Sap Spouts—

Bronzed Iron with hooks, per 1,000	7 50
Eureka tinned steel hooks, per 1,000	8 00

Staples—

Poultry netting, 100 lbs.	5 70
Bed, 100 lbs., No. 14	6 75
Blind, per lb.	0 12

Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes—

5 & 6 in., per 100 lengths.	7 62
7 inch, per 100 lengths.	8 18

Nestable, 40 per cent.

5 and 6-inch elbows, per doz.	1 22
7-inch elbows, per doz.	1 35

Thimbles, 70 p.c.

Carpet tacks—Blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 16; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails in bulk, 15; tufting buttons, 22 line in dozens only. 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; straw berry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.

Tinners' Snips—35 per cent.

Tinners' Trimmings—45 per cent. Plain and retinned, 75 and 12½.

Traps (steel game)—Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows—
Navvy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian. 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, $1.55 per 100 sq. ft.; in 50-ft. rolls, $1.60 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., $9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 and 10 per cent.

Range Boilers—30-gallon, Standard, $4.75; extra heavy, $7.00.

Kitchen Sinks—Cast iron, 16 x 24, $1; 18x30, $1.15; 18x36, $1.95.
Flat rim enameled sinks 16x24 $2.65; 18x30, $3.10; 18x36, $4.15.

Enameled Ware—White ware, 75 per cent.
London and Princess, 50 per cent.
Canada, Diamond, Premier, 50 and 10 p.c.
Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent.
Premier steel ware, 60 and 10 p.c.
Star decorated steel and white, 25 per cent.
Hollow ware, tinned cast, 50 per cent. off.
Enamelled street signs, 40 per cent.

Copper Ware—Copper boilers, kettles, 50 p.c.
Copper tea and coffee pots, 45 per cent.
Copper pitts, 40 per cent.

Galvanized Ware—Dufferin pattern pails, 50 per cent.
Flaring pattern, 50 per cent.
Galvanized washtubs, 45 p.c.

Pieced Ware, 35 per cent.—
Copper bottom tea kettles and boilers, 35 per cent.
Coal hods, 40 per cent.
Boiler and tea kettle pitts, 40 per cent.

Stamped Ware—Plain, 75 and 12½ per cent.
Retinned, 75 and 12½ per cent.

Silverware—Holloware, 40, flatware, 40 and 10.

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NEW
ERA
PAINT

Put It In Stock. It'll Sell

Covers Large Surface
Unequalled Endurance
Easily Applied
A Trade Builder

Are some of

New Era Good Points

Write for colors and prices

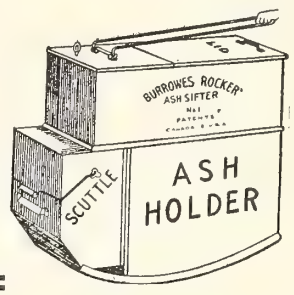
Standard Paint & Varnish Co.
LIMITED
Windsor Ontario

Burrowes Rocker Ash Sifter
Dustless, Sifts Quickly, Mostly Self-Acting

Dust cannot escape because all parts are protected with double rims.
The scuttle also fits dust tight, cinders can be dumped from screens to scuttle without dust escaping.
The construction and balance are so perfect that a small boy can operate it with ease.
Will last many years.

The Banner is a Quick Seller at $2.50
Yields a good profit.

The Burrowes Mfg. Co.
611 King St. W., Toronto



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The King of all Writing Machines

JUST THE THING FOR THE UP-TO-DATE HARDWARE MAN

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MONARCH DEPARTMENT
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Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

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The Largest Manufacturers in Canada of

Tents, Flags, Awnings, Sails, Horse Blankets, Waterproof Goods, Coal Bags and every description of Camping Goods.

Send us your orders for Tents and keep them in stock. They are put up in bags to keep them clean.

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15½ Toronto Street, Toronto
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Let us do your enamelling on specialties
STAMPED & ENAMELLED WARE, LTD.
HESPELER - ONT.



Canada's National Metal Polish
Made *IN* Canada — Sold Across Canada

Bon-Ton
Cream

Polishes in *half* the time.
Requires no shaking—no sediment.
Prices lower—saving the duty on imported polishes

Already proved by large users.
Provided now for all users.

Appreciation everywhere. *Your wholesale has it.*

CONSULT THE BUYERS DIRECTORY
The Buyers Directory of CANADIAN HARDWARE, STOVE AND PAINT JOURNAL contains much valuable information.

Sometimes an advertiser makes several lines—and only ONE line will be represented in his advertisement—but if you will refer to the Directory in most cases you will find just what you are looking for.

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RED S BRAND WINDOW GLASS



GLASS BENDERS TO THE TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

Plate, Window, Figured, Stained, Wired, Bent, Mirror and Ornamental Glass

DON ROADWAY TORONTO

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

Manufacturers of a Complete Line of
Measuring Tapes and Rules

Our goods have so many commendable features that they have become POPULAR ABOVE ALL COMPETING LINES. Their ACCURACY, their DURABILITY, the very TRADE-NAMES, RELIABLE, CHALLENGE, etc., ARE RECOGNIZED INSTANTLY WHEREVER MEASUREMENTS ARE TAKEN.

OURS ARE THE ONLY MEASURING TAPES AND RULES MADE IN CANADA.
THEY ARE SOLD THROUGH THE JOBBER AND WE PROTECT THE DEALER.

ALL THIS AND MORE THE TRADE-MARK LUFKIN STANDS FOR

Christmas is Coming



How is your Saw stock? There is no time in the year more favorable to big sales. Thousands of women will be looking for presents for "him" by the time your display is ready—even if you start right now.

Atkins Sterling Saws

Make a feature of our fine Saws. Suggest to her a Saw that will stay sharp (like an Atkins) instead of a box of stogies or some "jimcrack" that he don't want. So—how's your saw stock? Hadn't you better look it over and size it up a bit? Send to the nearest address below and get a free supply of holly saw boxes and Christmas signs.

Put Them in Your Window

They'll look as fine as anything that you can put there and at the same time offer a pleasing suggestion to your customers. It will make a hit.

Atkins { **Braces**
Compass Saws
Keyhole Saws
Back Saws } **"Finest on Earth"**

A Perfect Saw for Every Purpose

E. C. ATKINS & CO., Limited

Makers of Sterling Saws

Head Office and Factory:
Indianapolis, Ind.

Canadian Factory
HAMILTON, ONT.

Branch:
109 Powell Street
Vancouver, B.C.

Lowe Brothers' Platform—*just this:*

To make only the highest quality of paints—the kind our agents can sell easiest, with the greatest percentage of profit and the minimum of trouble to themselves.

To provide the kind of sales co-operation and advertising help best suited to the individual needs of each agent.

And to deal through one exclusive agent in each territory, to whom is given undivided co-operation and support.

Judged by the profits you make

Every claim a paint manufacturer could possibly make is subject to a live dealer's scepticism. Therefore we say to you "judge High Standard paint by the profit it can make for you," and test our claim in this regard by what it has done for others. Don't take our say-so, but let us put you into touch with representative agents in other territories. Write them and make your decision on their report, not our claims. A letter asking us for names of such agents will receive as close and courteous attention as though it were an order.

Just one instance of many

We have recently received a letter from one of our agents, stating that during the year he has held our agency, his paint sales have increased 200%. Providing he makes only the same rate of profit as previously, you can easily see he has increased his entire paint profit by 200%. Ask us for his name.

Increase your rate of profit

The most important plank in our platform is founded on the realization of the fact that the way to make an agent happiest is to help him make more money. For obvious reasons, we do not care to discuss here the methods which have been successful in doing this for our agents, but we will be glad to discuss it in person with you, at almost any time you wish to make an appointment.

The Famous Blue Flag.

"Your Protection"



Lowe Brothers LIMITED

Toronto

Distributors:

Johnson Paint & Varnish Co., Limited, Vancouver

Lyon-Monkhouse Limited Winnipeg